

The Redesign Process: A Step-By-Step Guide

An Honors Thesis (HONRS 499)

by

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Dr. Claudia McVicker

A handwritten signature in black ink, reading "Dr. Claudia J. McVicker". The signature is written in a cursive style with a large, sweeping flourish at the end.

**Ball State University
Muncie, Indiana**

April 27, 2006

Expected Graduation: May 2006

Abstract

The members of Kappa Delta Sorority at Ball State University decided that their Web site needed a redesign. The redesign was started in order to make the site more visually pleasing and informative for all types of viewers. The redesign strictly followed a plan of action. This plan included a current site analysis, defining the target audience, estimating site traffic, and defining site objectives. After this, it was time to create preliminary sketches of the new site. The sketches were implemented and a new site was created and launched. By working toward the three goals of making the content clear and easy to read, making the information easily accessible, and creating a visually appealing site, Kappa Delta Sorority should be pleased with the new site.

Acknowledgements

I want to thank Dr. Claudia McVicker for all of her support and encouragement. She was extremely helpful in providing me with new ideas and guidance for this project.

I would also like to thank Barbara Wills for all of her help. I would not have been able to do this project without her knowledge of technology and Web site design.

Last, I would like to thank Kappa Delta's Technology Chair, Nicole Meewes, for her dedication to this project. After weeks of training and teaching her the programs, I know she will be able to keep the site clean and current.

The Redesign Process: A Step-By-Step Guide

By: Lauren Maxwell

Design is all about paving the way for readers to move through a publication or Web site almost effortlessly, while enjoying the experience. When a Web site goes through a complete redesign, it is important to think about all aspects of the change. The transition needs to be well-researched and carried out following a plan of action.

The plan of action requires a number of steps, including a current site analysis, defining the target audience, estimating site traffic, and defining site objectives. Once these steps are taken, the site can be sketched and created while incorporating the main site objectives and goals (Garcia, 188-189).

The members of Kappa Delta Sorority at Ball State University decided that their Web site needed a redesign. They felt as if their site was lacking many elements that would make it visually pleasing and informative for all types of readers.

Analysis of Current Site

As the first step in a redesign, it is important to take a close look at the current design of the site. By analyzing the old site, the designer can learn what does and does not work for the Web site. From here, improvements in both design and content can be made to the new Web site (Van Der Geest, 122). Overall, it seems as if the current site has a lot of strong design elements, but there is much room for improvement.

Target Audience

The design of every Web site calls for a look and feel that is appropriate to the content and audience for which it is intended. A Web site must fit in with its readers that it serves. Each site must have its own identity and personality (Van Der Geest, 62).

The Kappa Delta site has a broad target audience. The site is mainly for current sisters. However, alumnae, parents, and potential new members are also part of the target audience. It is important to keep all of these people in mind while determining such things as the overall design of the site as well as the information within the site.

Since the current members of Kappa Delta are the main users of the site, they were polled to see what characteristics they would like the site to have. Of the sisters that responded to the survey, 35 percent wanted the site to be described as classy. On the other hand, 52 percent of the sisters wanted the site to be fun. The others responded that they would like the site to be a mixture of both of the characteristics.

Site Traffic

Another important aspect of a Web site redesign is to take a look at the current site traffic. Kappa Delta members were polled to find out how often they visit the site. Overall, the site traffic was low for current members. Of the sisters that responded, 52 percent rarely visited the site, and 28 percent of the sisters used the site sometimes. Only 20 percent of the sisters reported that they visited the site often. With this information, it is evident that the site traffic needs to be increased.

Goals and Objectives

When figuring out goals and objectives, it is important to decide how to best present the subject of the redesign, changes in content, and navigation of the new product. For the redesign of the Kappa Delta Web site, there are three main goals.

The first goal is to make the content easy to read. To do this, it is good use typography that is clear, easy on the eyes, and very legible (Garcia, 4-5).

The second goal is to make the information easy to find. By using navigational tools such as drop-down menus and photo slideshows, it will allow the readers to get the content they wish to read in the least amount of time possible (Garcia, 4-5).

The third goal is to make the site as a whole visually appealing. It's important to make sure that all content is attractively displayed, increasing the number of readers who will use it (Garcia, 4-5).

With these three goals in mind, a redesign should have the overall objective of creating a publication that not only looks good, but increases readership and communicates clearly. It needs to be clean, elegant, usable, and true to itself (Garcia, 22).

Sketches

After goals and objectives are defined the designer is ready to work on sketches, to visualize abstract ideas, and to make them a bit more real. The designer prepares a version of the site on paper. The sketches can be changed many times until the designer is happy with the presentation. The concepts of the sketches are taken from here to implement the new site (Horton, 44).

Redesign Implementation

In the implementation phase, the designer creates the site and trains others for the launching of the new design. Throughout the entire process, files and templates were created to ensure that the site can be added to and changed by future site managers. Training is an important part of what happens here, since it guarantees that the design will be followed (Van Der Geest, 89-90).

Conclusion

After following the plan of action, the redesign was completed. The members of Kappa Delta Sorority at Ball State University wanted a Web site that was fun yet informative. By working toward the three goals of making the content clear and easy to read, making the information easily accessible, and creating a visually appealing site, Kappa Delta Sorority should be pleased with the new site.

Works Cited

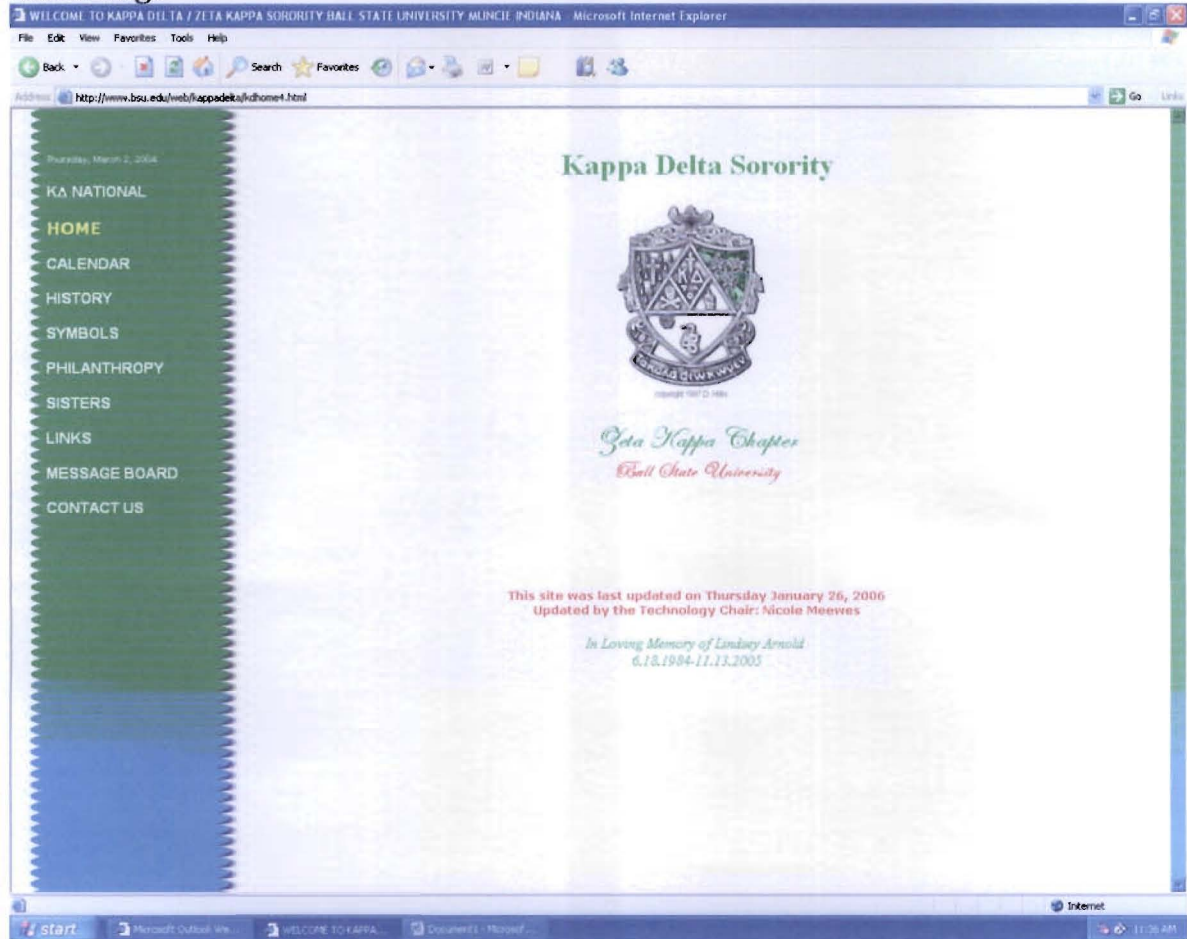
Garcia, Mario. Pure Design. St. Petersburg: Miller Media, 2002.

Horton, Sarah. Access by Design: A Guide to Universal Usability for Web Designers. Berkeley: New Riders, 2006.

Van Der Geest, Thea. Web Site Design is Communication Design. Philadelphia: John Benjamins Publishing Company, 2001.

Analysis of Old Site

Home Page



This page is very simple and clean. This is a great starting point for a site.

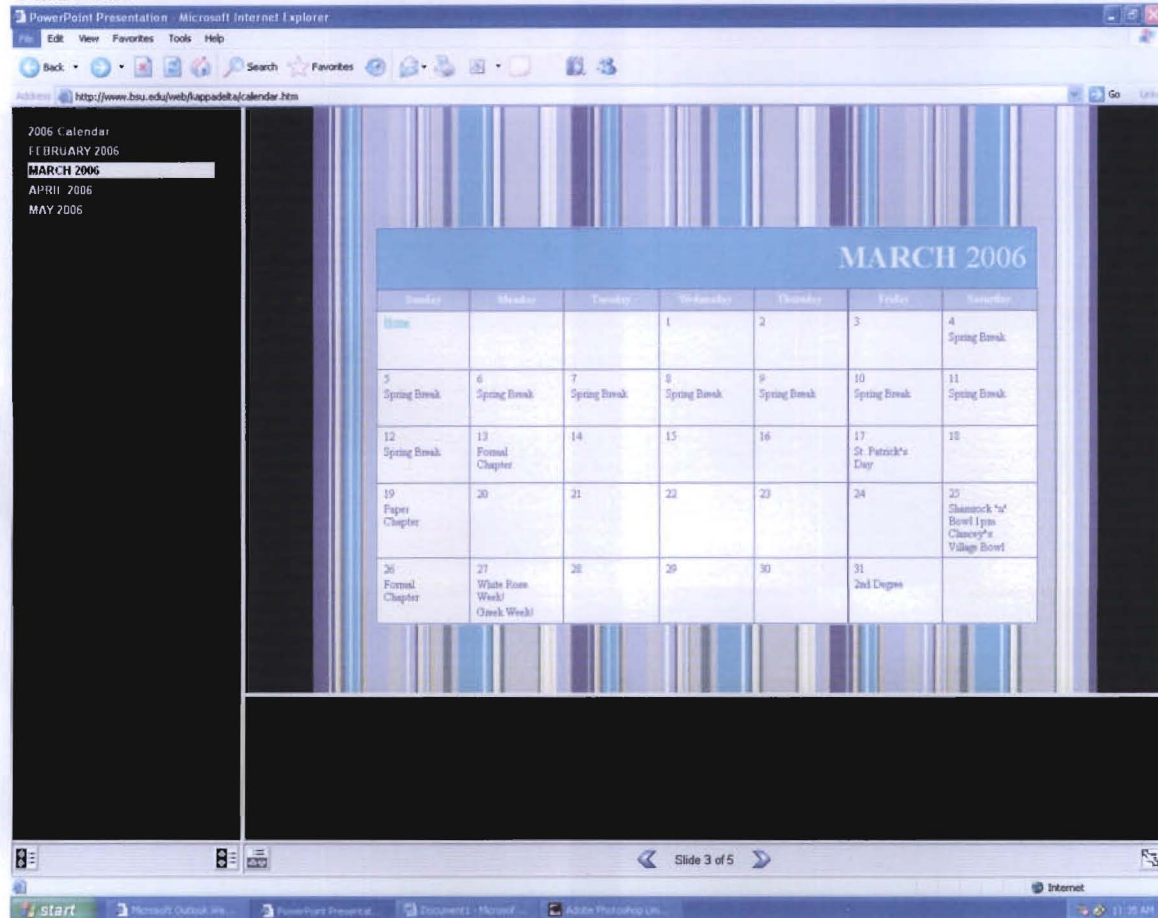
Readers typically do not have a lot of time to sort through everything and make sense of it all. In today's informational age, readers often resort to surfing and scanning. Often times, less is more for all forms of design. Readers are attracted to single dominant elements, so there is a need to stay away from clutter. This is why it is so important to create storytelling structures that are simple and uncomplicated.

Although this home page has a good start as a clean and simple page, there should be a few adjustments. For instance, the font below the main graphic on the page is a

script font. For many graphic projects, script fonts only add that sense of clutter that should be avoided. It is best to stick with simple serif and sans serif fonts.

Also, the shield seems to be the main graphic element on this page. While having a main graphic element is a good thing, this graphic might not be exciting enough or big enough to draw in the attention of the reader. A cluster of photographs might be the solution to this problem.

Calendar



The calendar does not seem to work well with the site. Web sites need to stay consistent from page to page in all aspects. This includes headlines, colors, photos, buttons, and text. The graphic treatment of all of these elements needs to be similar in order to let readers know that they are within the same site. The calendar for the old Kappa Delta site strays from the original color palette and layout. This can easily confuse the readers.

Also, the regular navigation buttons on the left-hand side have disappeared for this page. It is extremely important that all pages and buttons are accessible from many different ways. Make it easy to find. Use navigational tools that allow readers to get the content they wish to read in the least amount of time possible. In this instance, readers

would have to go back quite a few steps in order to find much of the information they are looking for. This is a complicated and aggravating process that can easily be avoided with the proper and consistent use of buttons.

Philanthropic Page

KAPPA DELTA / ZETA KAPPA PHILANTHROPY PAGE - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Search Favorites


Address http://www.bsou.edu/web/kappadelta/philanthropy.html Go

Thursday, March 7, 2006

HOME
ANNOUNCEMENTS
HISTORY
SYMBOLS
PHILANTHROPY
SISTERS
LINKS




Kappa Delta's National Philanthropies:


Kappa Delta Sororities
Shamrock Event


Shamrock Event
BOWLING TOURNAMENT

Saturday, March 25, 2006, 1 p.m. at Clancy's Village Bowl


Kappa Delta
Girl Scouts

The Girl Scouts of the USA

In 1988, Kappa Delta announced its national collaboration with this organization of three million girls and young women. With this partnership Kappa Delta became the first and only National Panhellenic Conference group to adopt the Girl Scouts as a national philanthropy. Kappa Deltas across the country are working with Girl Scouts in a number of ways. Many are sponsoring troops or becoming troop leaders. Alumnae and collegians continue to help Girl Scouts earn patches including the Kappa Delta/Girl Scout patch. These activities include holding workshops and seminars on issues such as etiquette and self-esteem, performing civic work such as planting trees, and sharing in the fun of parties, bonfires, and sleepovers. Many Kappa Deltas celebrate the holidays with Girl Scout troops through Christmas parties and parades and Halloween costume parties, trick-or-treating and pumpkin carving.


Children's Hospital
RICHMOND, VIRGINIA

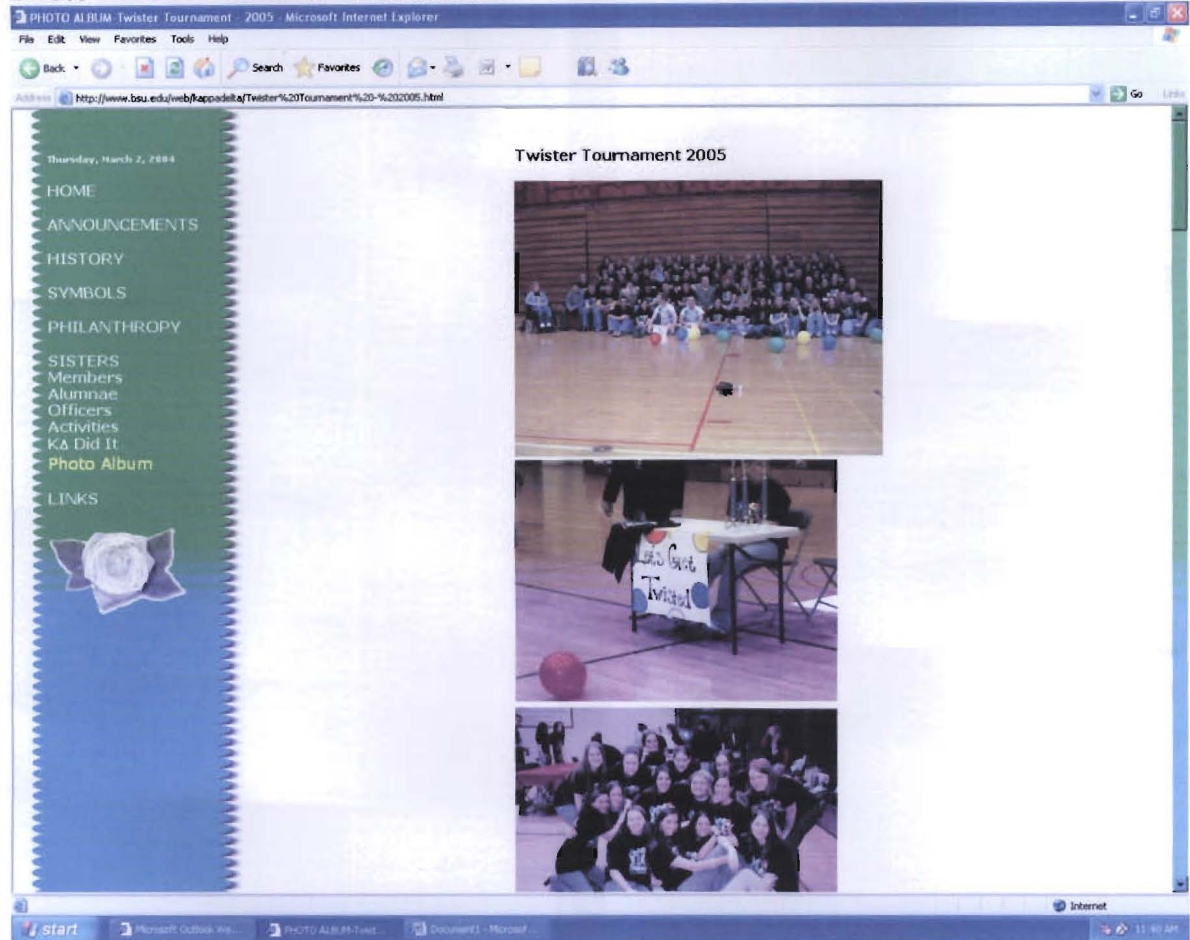
In 1921, Kappa Deltas in our founding state became interested in the fine work being done by a pioneer in treating polio victims. William Tate Graham, M.D., became renowned for his revolutionary approaches, and never turned away any patient for inability to pay. Beginning with the support of two beds in the fledgling clinic, Kappa Delta made a commitment to help. Now, more than 75 years later, Children's Hospital treats all manner of children's problems. Still no one is turned away for financial reasons. Kappa Delta's support continues—donating the funds to build an operating room, develop a clinic, and buy a van to transport patients. The sorority is a primary sustaining supporter of the hospital, and Kappa Deltas serve on its boards.

start Microsoft Outlook Web KAPPA DELTA / ZETA Document1 - History Internet 11:39 AM

The philanthropic page also has a good start at presenting the information in a visually appealing way. There are graphics to go along with each bit of text, and this will help to hold the interest of the readers. However, the script font is used again at the top of the page. It is best to use typography that is clear, easy on the eyes, and very legible.

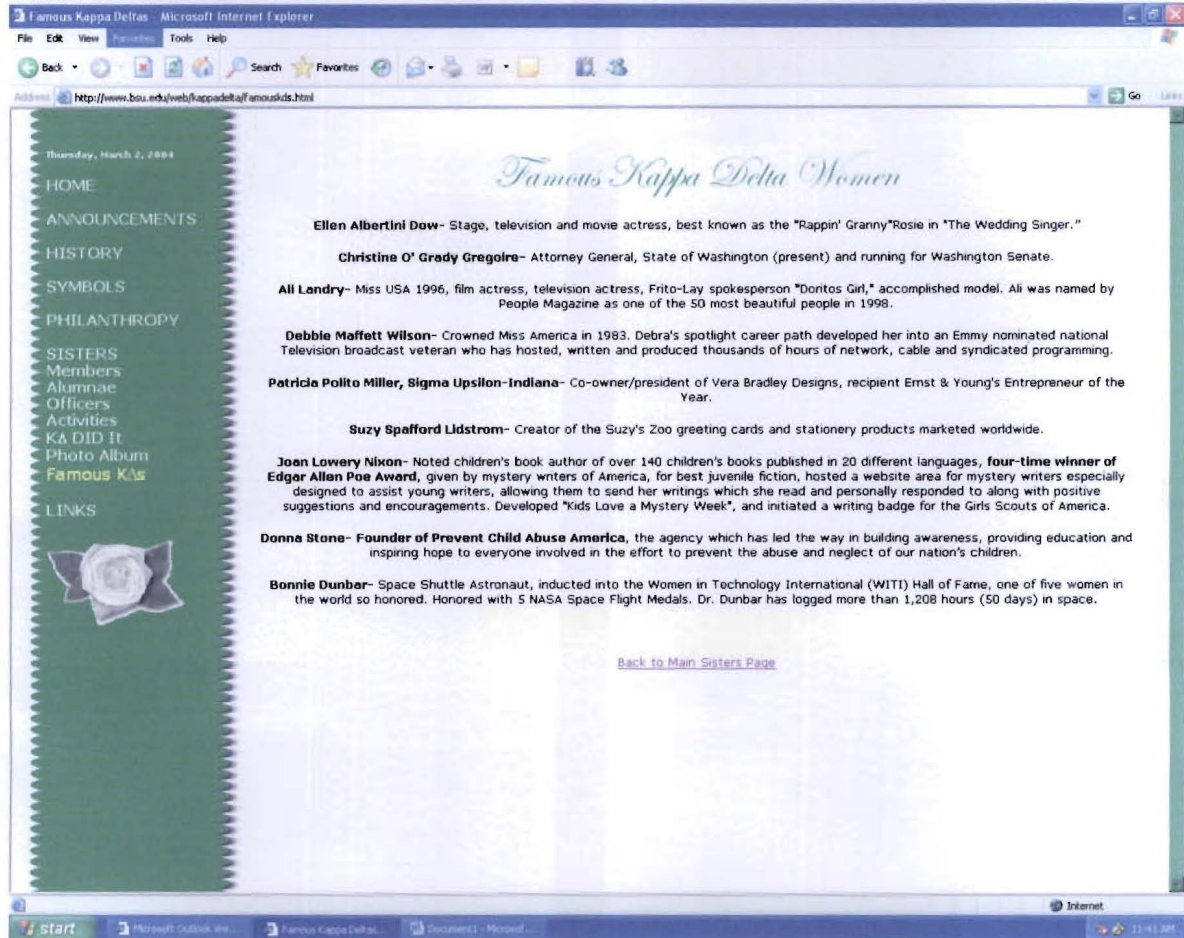
The length of the text box is also something that needs to be considered. For instance, newspapers, magazines, and other publications always put text into columns. The flow of the text is a lot easier on the eyes, and it allows readers to follow the text better. In the Kappa Delta site, the readers have to move their eyes from one side of the page all the way to the other side. They can easily lose track of what they are reading.

Photo Album – Twister Tournament



The Kappa Delta photo album is one area that needs a lot of work. The photographs are split into various categories on the site. Once readers get into a category of photos, it is hard to navigate back to where they came from. For instance, the Twister Tournament is one category listed in the photo album. However, once you are there, it is impossible to go to the other categories of the photo album without going back to the general page for sisters. Again, it is extremely important to make the information easy to find. Use navigational tools that allow the readers to get the content they wish to read in the least amount of time possible.

Famous Alumnae



The alumnae page does not need a lot of work, but there are a few changes that should be made. Again, the text should not run the whole width of the page. This makes it difficult for readers to follow the text.

Also, this page lists various famous alumnae of the sorority. It seems to be very bland and boring at the moment. There is no dominant visual element, and this is important. By adding a photo of each woman beside her description will easily increase the interest of the readers.

Zeta Kappa Web Site Redesign Pre-production Survey Results

How often do you visit the site?

Very Often	Often	Sometimes	Rarely	Never
0%	20%	28%	52%	0%

The ZK Web site is helpful and/or informative for:

	Agree	Disagree	Not Sure
Members	71%	25%	4%
Alumnae	53%	45%	2%
Parents	58%	30%	12%
Potential New Members	80%	10%	10%

The ZK Web site is visually appealing:

Agree	Disagree	Not Sure
59%	35%	6%

What word would you most like to use to describe the new ZK Web site?

Classy	Fun	Both
33%	52%	15%

Suggestions:

Updated frequently	Online sign-ups for events
Music	Sisters only section
More pictures!	Online calendar/events
Interactivity/animation	Member profiles
Alumnae and parent newsletter	Better design
More information	Variety of all different sisters
Easier links	

Other Comments:

- A bit outdated and hard to navigate
- Boring, old school
- Good, but a little plain

Kappa Delta Site Map

<http://kappadelta.iweb.bsu.edu>

About KD

Who We Are: [who.htm](#)

Local History: [local.htm](#)

Fun Facts: [facts.htm](#)

Our Beliefs: [beliefs.htm](#)

Philanthropy: [philanthropy.htm](#)

KD Did It!: [achievements.htm](#)

Calendar: [calendar.htm](#)

National KD: www.kappadelta.org

Sisters

Get to Know Us: [profiles.htm](#)

Officers: [officers.htm](#)

Leadership: [leadership.htm](#)

Photos

Sisterhood: [sisterhood.htm](#)

Recruitment: [recruitment.htm](#)

Formals: [formals.htm](#)

Informals: [informals.htm](#)

Bid Day: [bidday.htm](#)

Twister Tournament: [twister.htm](#)

ShamRock 'N' Bowl: [shamrock.htm](#)

Big Sis Night: [bigsis.htm](#)

Girl Scouts: [girlscouts.htm](#)

Parents: [rents.htm](#)

Initiation: [initiation.htm](#)

Senior Tea: [seniorteas.htm](#)

Join KD

Why join?: [why.htm](#)

Recruitment Info: [recruit.htm](#)

FAQ: [faq.htm](#)

Parents: [parents.htm](#)

Alumnae

ZK Alumnae: [zkalum.htm](#)

News and Information: [alumnews.htm](#)

Famous Alumnae: [famous.htm](#)

Members Only

Contact List: [images/contacts.xls](#)

Calendar: [members/memcalendar.htm](#)

Social Events: [members/social.htm](#)

Philanthropy: [members/philanth.htm](#)

Academics: [members/academics.htm](#)

Dues: [members/dues.htm](#)

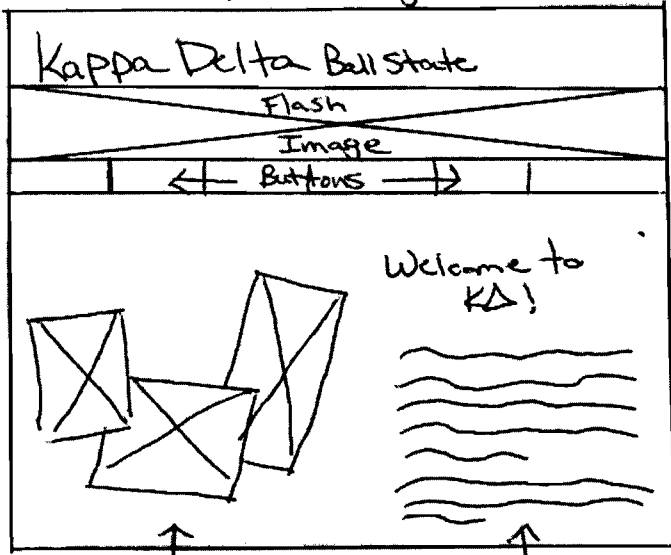
Sisterhood: [members/sisterevents.htm](#)

Intramurals: [members/intramurals.htm](#)

Contact Us: [contact.htm](#)

Prelliminary Sketches

Home Page



Pics of Sisters

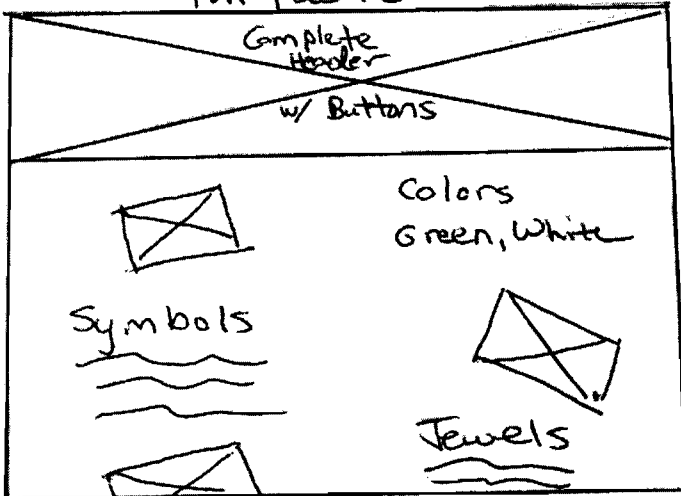
Introductory Text

Introduction (Index)



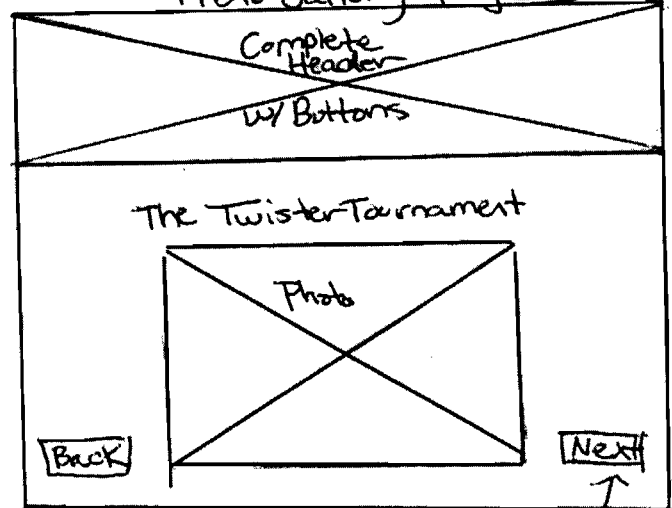
Flash Image (Fading Photos w/ Audio)

Fun Facts



Photos w/ sisters mixed in to give visual appeal.

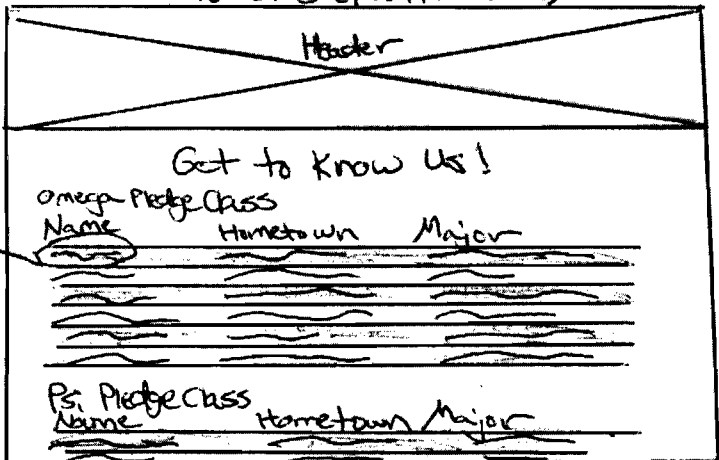
Photo Gallery Page



Users click to see next photo in each group.

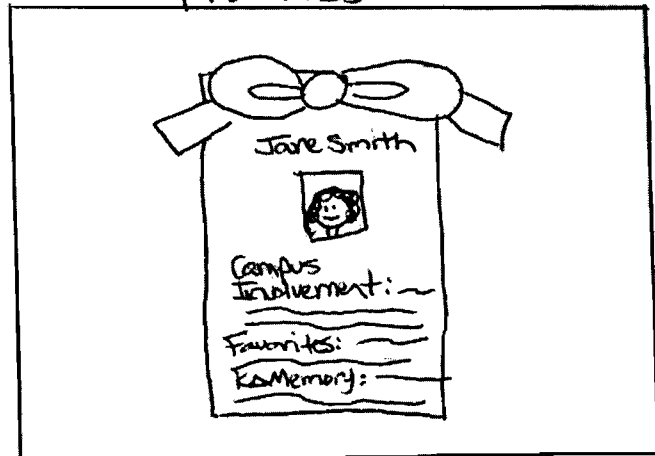
Buttons

Sisters (Profile Links)



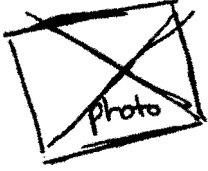
Green + White Table

Profiles



opens in New Page / Window

Alumnae Information



Do you need to update
your contact information?
Click [here](#) with any
questions or
comments.

Stay connected with
the [Alumnae News](#).

- Information sent to Alumnae Relations Chair
- Download Alumnae Newsletter.

Join KA - FAQ

Q Will I be able to keep up my
grades?

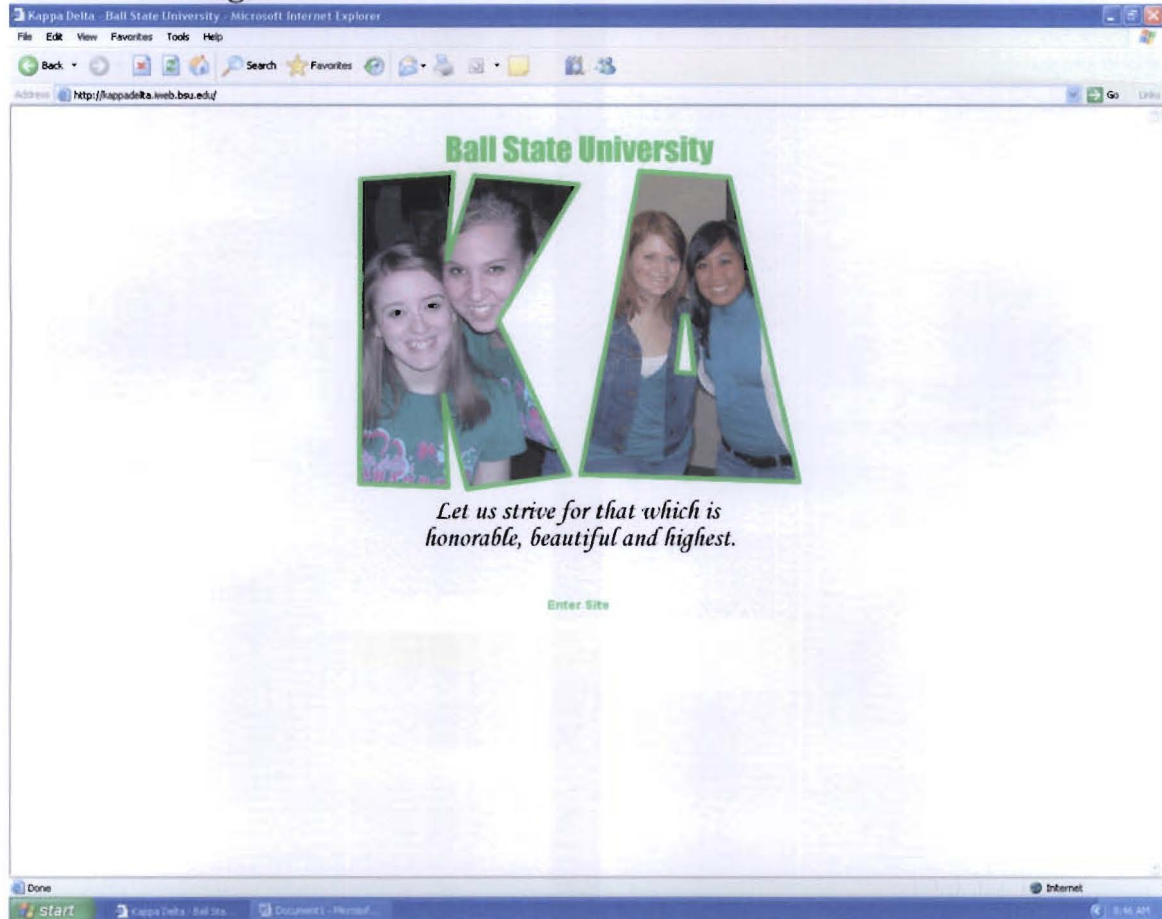
A of course!

Q ?

A

Explanation of Design

Introduction Page

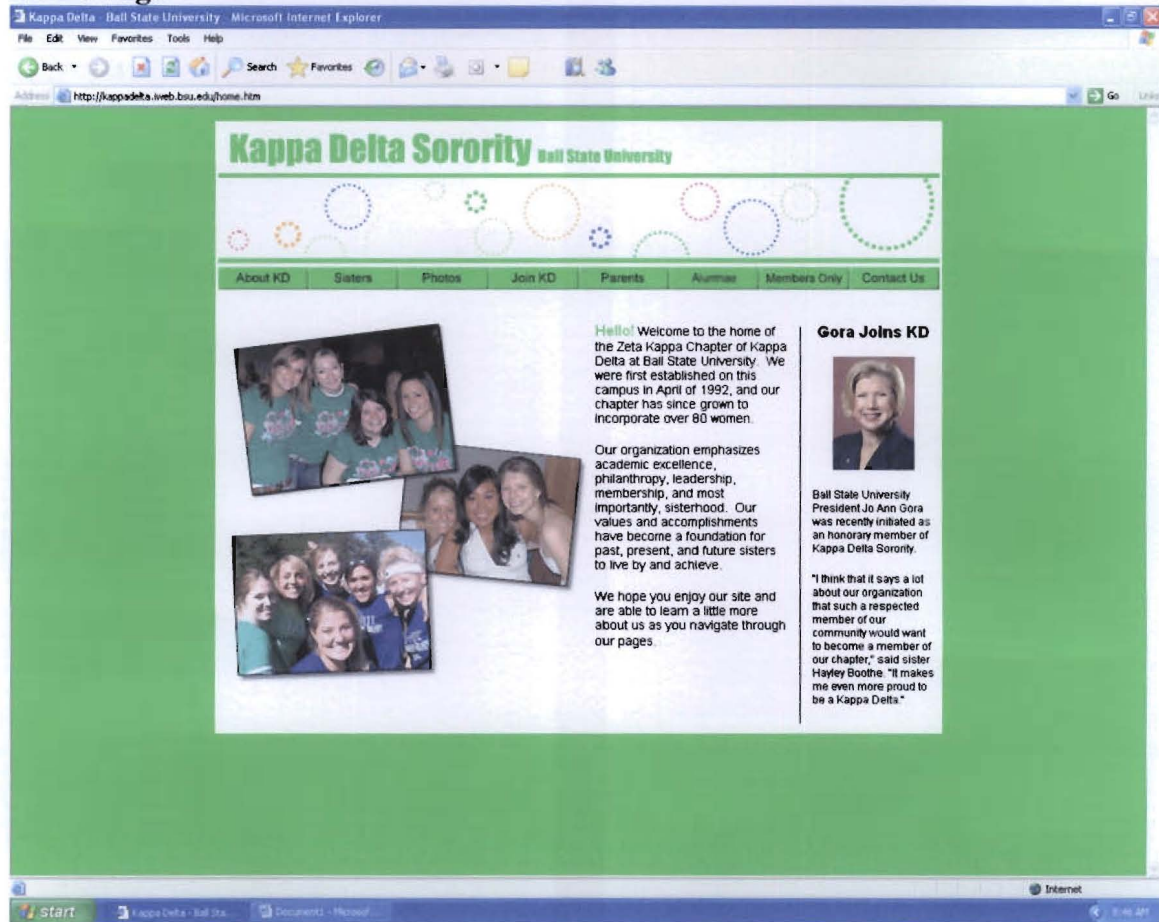


This page is a multi-media slide show. The photographs fade in and out, and there is the sound of sisters singing in the background. The song is upbeat and fun to match the tone of the page. The sorority letters holding the photographs are slightly tilted in order to go along with the fun and playful tone of the rest of the site.

The purpose of this introduction is to get the attention of viewers and make them want to visit and explore the site. Viewers have control over this page, because they can enter the site at the exact moment they want. With the "Enter Site" button, they do not have to wait for the slide show to finish before viewing the home page. The text "Let us

strive for that which is honorable, beautiful and highest" was placed on this page because it is the open motto of the sorority, which is very important to the sisters.

Home Page

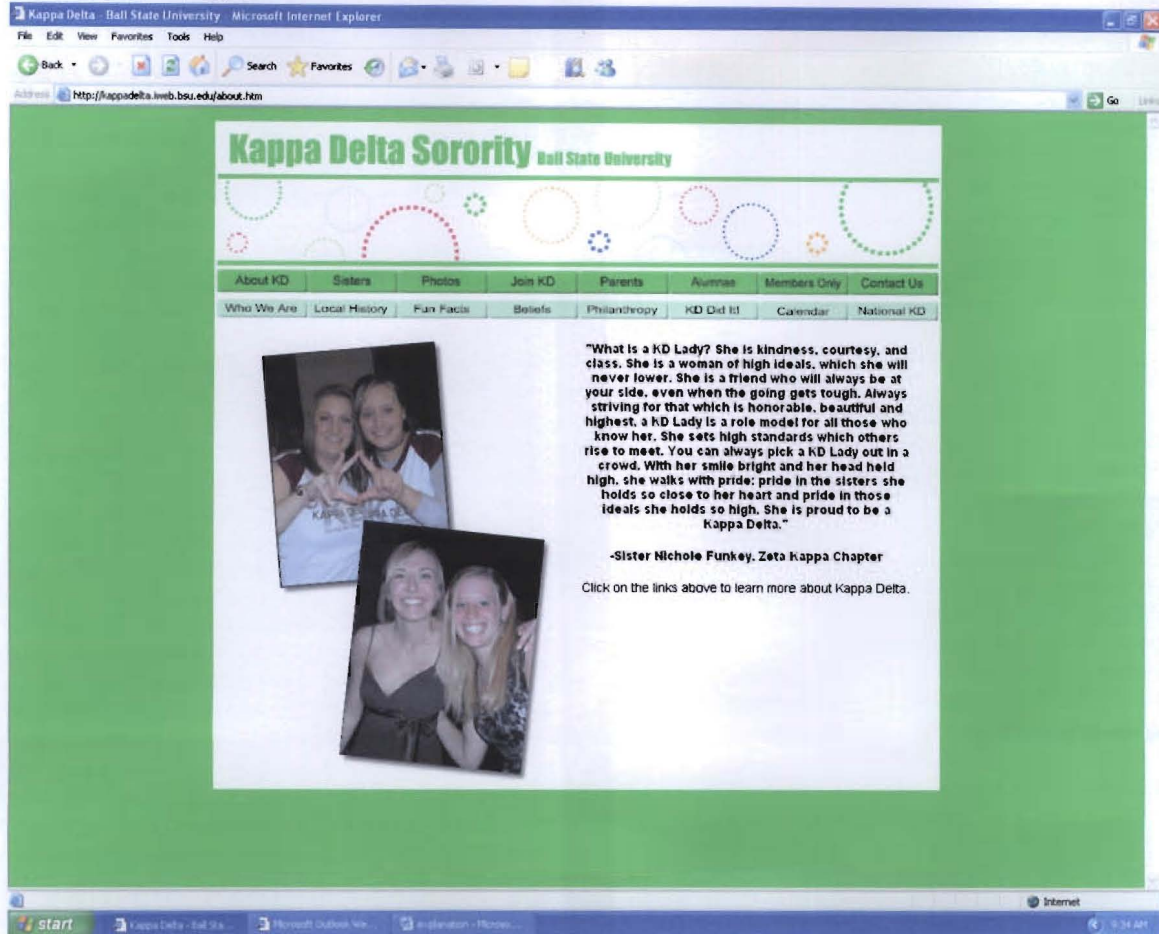


This page shows the overall design template for the site. The colors green and white were used because those are the sorority colors of Kappa Delta. The majority of sisters reported in a survey that they wanted a site with a fun and playful tone. The shade of green used, along with the other bright colors of the circles, gives that fun tone to the page. Also, the circles in the header slowly fade in and out to add some playfulness to the page.

The home page was designed to give viewers easy access to information. The buttons are clear and organized, and the page is not too text heavy. The group of three photos adds a dominant image to the page. Throughout the entire site, the photographs are tilted to add to the fun and playful tone. Also, there is a news brief column on the

right side of the page. This is so that the sorority can continually be showing exciting events and achievements to viewers.

About KD – Main



This design is very typical of the main page of each section. When the viewers click on one of the eight green buttons, they are taken to the main page of that section. For most sections, there are many pages within that topic and a new row of light green buttons appears. This main page is used as an overview for the section. It has a cluster of photos as a dominant image. It also has a quote by one of the sisters at the Ball State Chapter. This quote makes the site more personal for the sisters. Like the other main section pages, the text directs the viewer to click on the light green buttons above to learn more about each topic.

About KD - Who We Are

Kappa Delta Sorority Ball State University

Back Search Favorites Go

Address http://kappadelta.web.bsu.edu/who.htm

About KD Sisters Photos Join KD Parents Alumnae Members Only Contact Us

Who We Are Local History Fun Facts Beliefs Philanthropy KD Did It? Calendar National KD

A Brief History of Kappa Delta Sorority...

"A chilly rain splattered against the windowpanes of the little dormitory room on Professional Hall, the dormitory floor where most of the seniors lived. Saturday meant no classes, and the dreary weather that hung over Farmville was a perfect excuse for the four friends to tuck themselves away in that cozy spot and talk for hours... It was that afternoon that Kappa Delta was born - October 23, 1897 - at the State Female Normal School in Farmville, Virginia."

-Ordinary Miracles: 100 Years of Kappa Delta Sorority

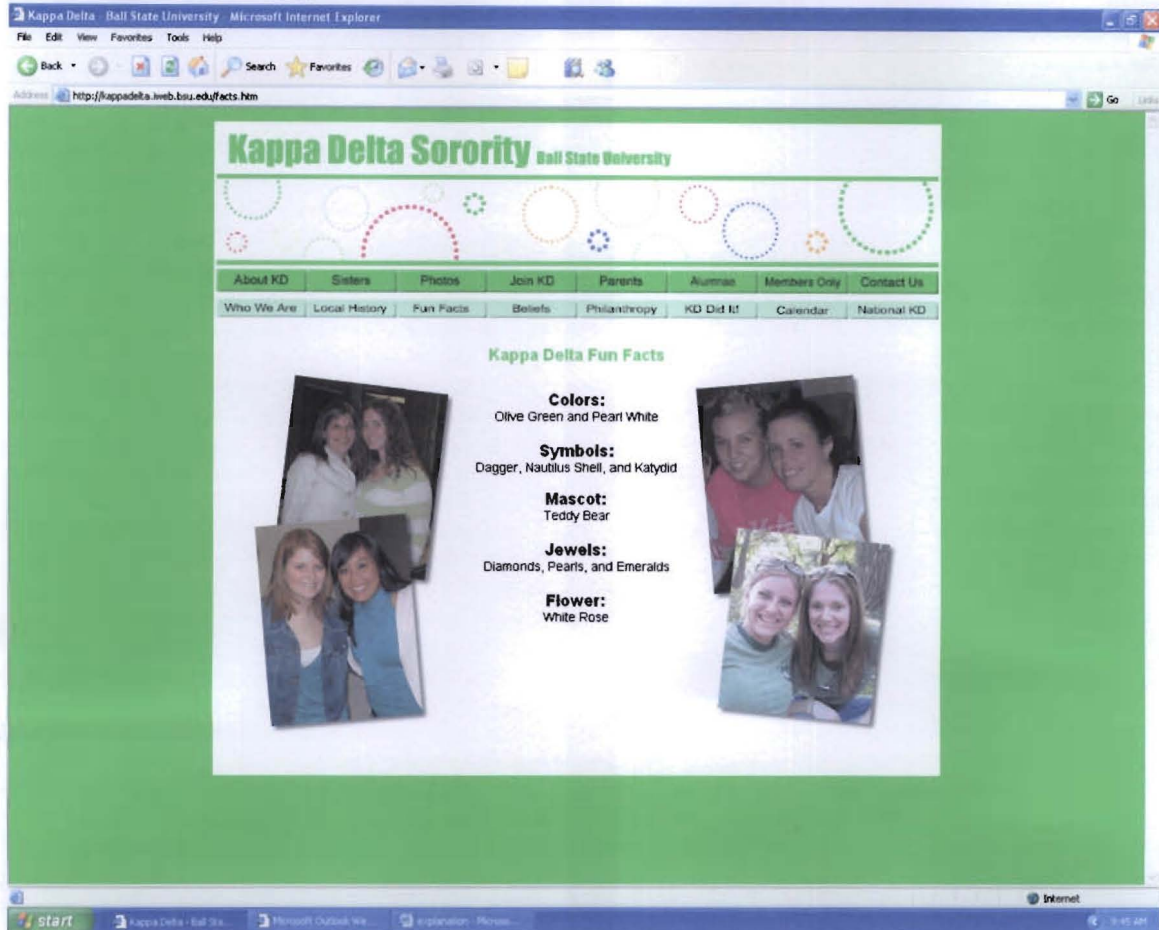
It was because of the beautiful friendship of Lenora Ashmore, Mary Sommerville Sparks, Julia Gardiner Tyler, and Sara Turner that Kappa Delta began. And today, the ideals of friendship, fellowship and sisterly love have remained constant and strong for 108 years, just as our four founders envisioned it in the beginning.

In 1912, Kappa Delta Sorority was the only sorority to become a member of the National Panhellenic Conference (NPC) immediately upon petition. However, this did not come without sacrifice. NPC required all chapters to be four year institutions, and two of our chapters were not, one being our beloved founding chapter (Alpha). The sisters of these two chapters selflessly relinquished their charters for the sake of the future of Kappa Delta. Joyfully, Alpha chapter was re-colonized in 1949 when (now) Longwood University became a four-year baccalaureate institution.

As of January 2005, Kappa Delta has 206 chartered chapters. In addition, Kappa Delta has 487 chartered alumnae associations, the most of any NPC group. With active chapter sizes ranging from 40 to 200, membership has grown to approximately 10,000 collegiate members and over 180,000 alumnae.

This page gives the history of Kappa Delta. The quote at the top is emphasized with bold text and it makes the presentation of the information more interesting. The line length was kept fairly short in order to make sure viewers could easily read the text. There is also a local history page that shares the same design.

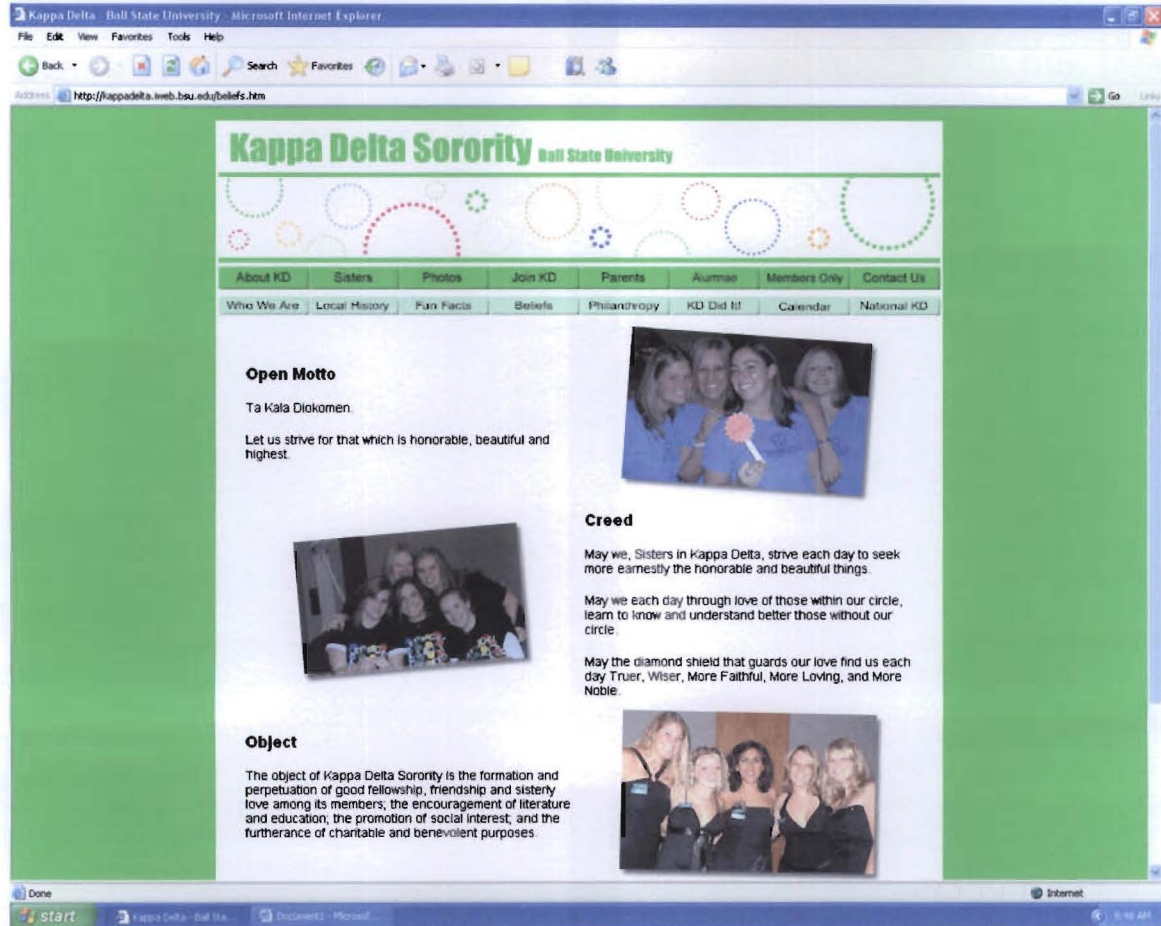
About KD – Fun Facts



This page is designed to present the information in a very clean and simple way.

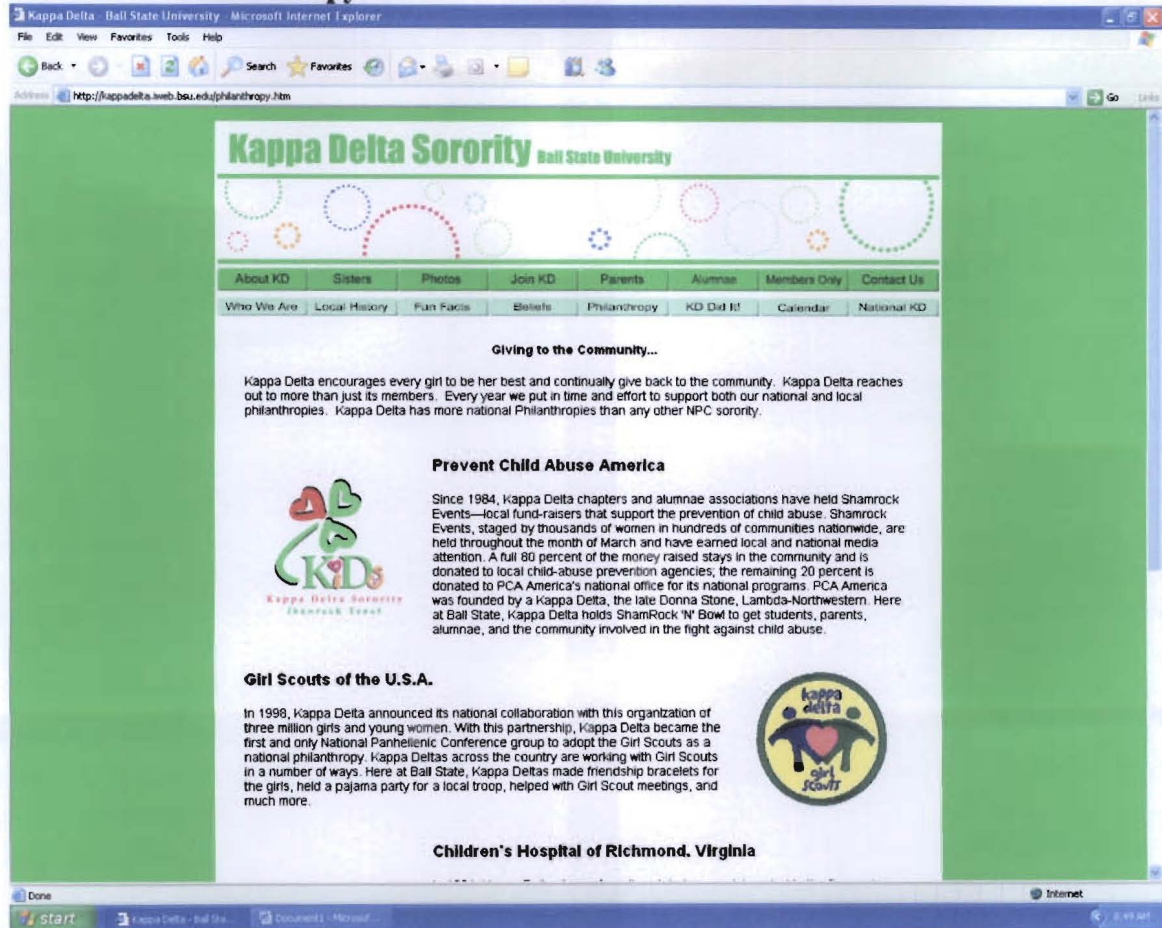
The tilted photographs add visual appeal and carry the tone of the rest of the site.

About KD - Beliefs



Again, this page is designed to present the information in a very clean and simple way. The photographs and text blocks alternate sides in order to keep one side from being too text heavy.

About KD - Philanthropy



This page was designed very similarly to the “Beliefs” page above. There is a brief introduction at the top, and then the photographs and text blocks alternate sides in order to keep one side from being too text heavy.

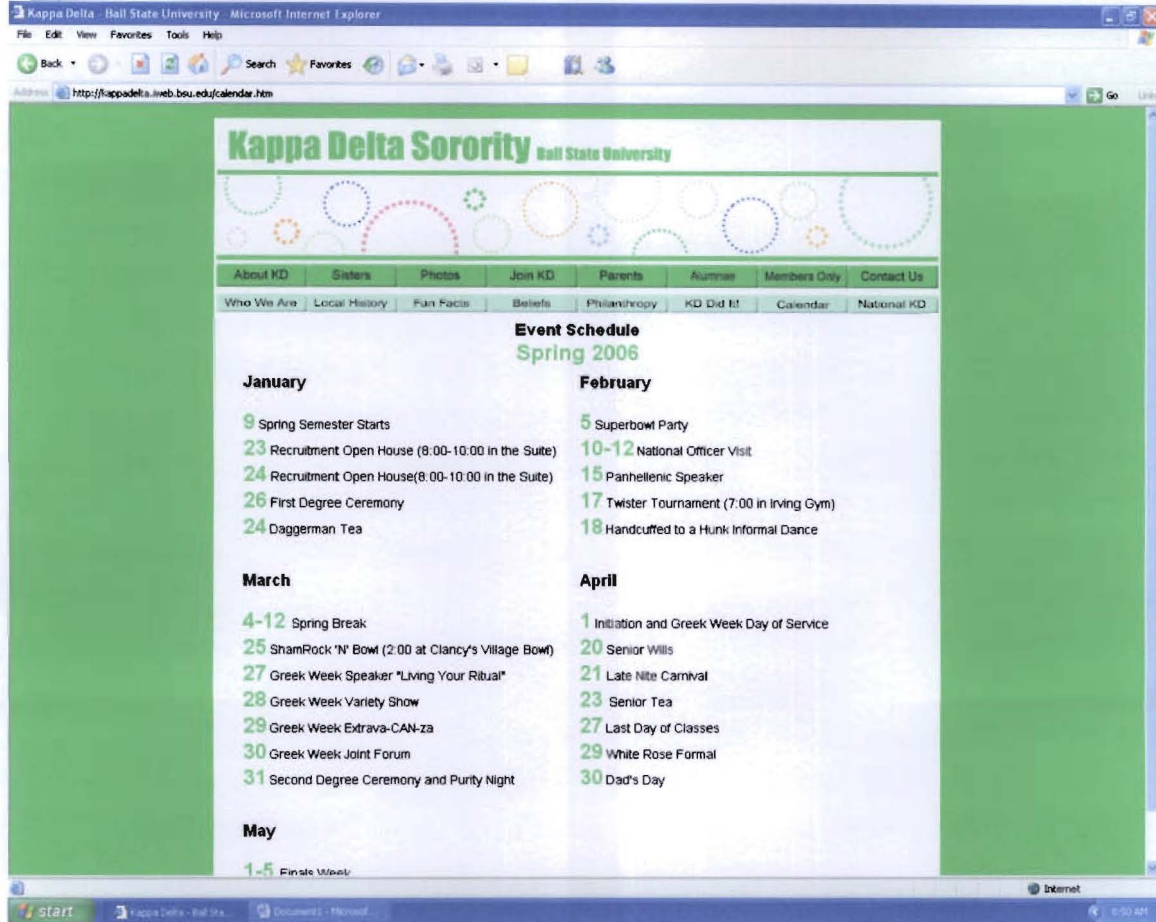
About KD - Achievements

The screenshot shows a web browser window with the address <http://kappadelta.web.bsu.edu/achievements.htm>. The page has a green and white color scheme. At the top, there is a navigation bar with links: About KD, Sisters, Photos, Join KD, Parents, Alumnae, Members Only, Contact Us, Who We Are, Local History, Fun Facts, Beliefs, Philanthropy, KD Did It!, Calendar, and National KD. Below the navigation bar, the main content area is titled "Our Achievements...". It contains a paragraph about the sorority's commitment to excellence and a list of recent awards and honors. The list includes: 2006 Ball State Overall Chapter of Excellence in the areas of: Chapter Management, Membership Development, Outreach, and Scholarship; Greek Woman of the Year: Emily Willis; Outstanding Greek Achiever: Abby Ronk; New Member of the Year: Summer O'Dell; Greek Week Team Spirit Award 2006; Greek Week Variety Show Winners 2006; BSU Intramurals Overall Sorority Champions 2004-2005; Watermelon Bust 2005 Winners 2005; Homecoming Ashley Award 2005; and Air Jam Overall Greek Winner 2005. At the bottom, there is a section titled "The following sisters made the Dean's List for the Fall of 2005:" followed by a table of names.

Laura Peters	Tracy Banks	Kristy Brown
Claire Butemeier	Adrienne Campbell	Jessica Dinkelman
Michelle Faroh	Nichole Funkey	Lisa Knauff
Laurel Korbelt	Kacie Linehan	Brittany Madison

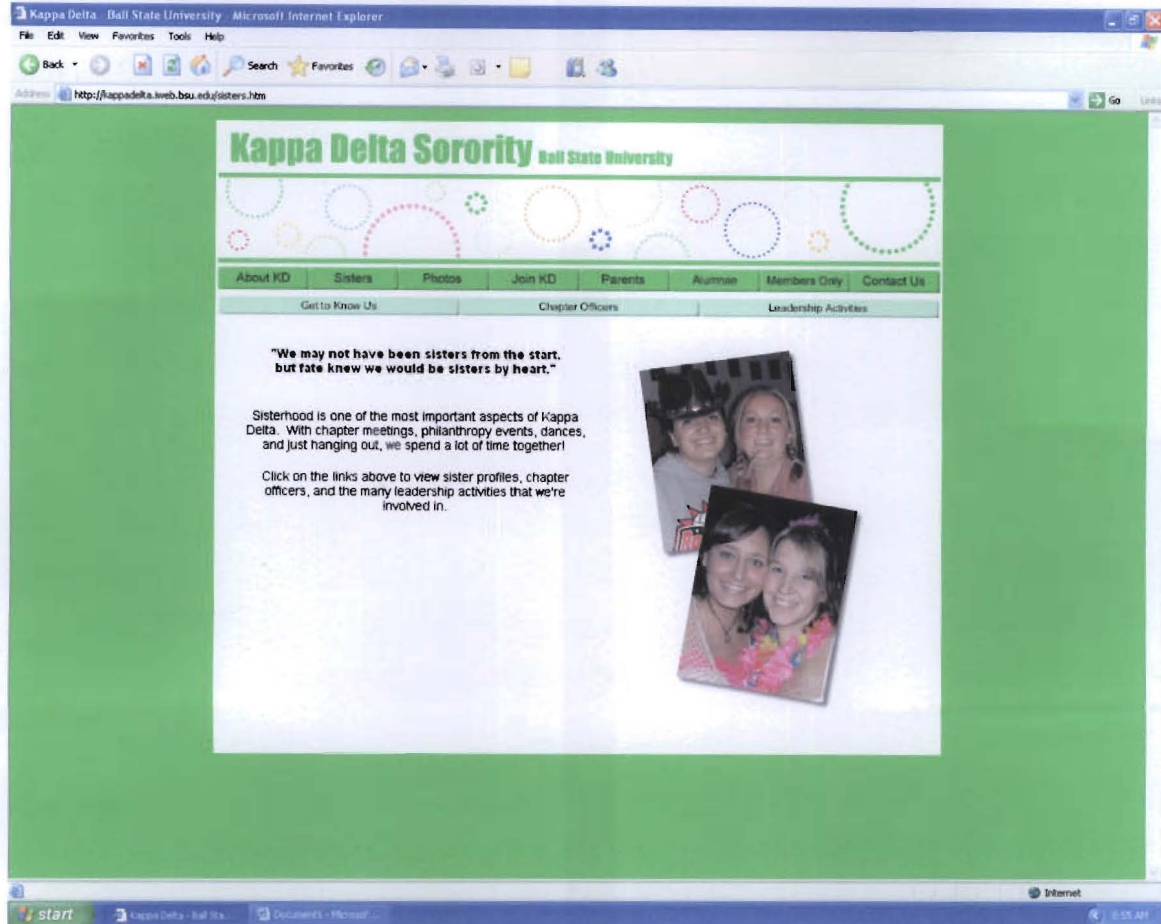
Kappa Deltas at Ball State University are very competitive and hard working, so it is important to have a page to show off the sisters' accomplishments. This page focuses on the information presented. At the bottom of the page, the list of sisters is presented in a very clean design. Green and white strips are used in order to help the viewer's eyes stay on track. This is a very common design element for lists throughout the entire site.

About KD - Calendar



Kappa Deltas have a very busy schedule. The purpose of this calendar is to show prospective new members, parents, alumnae, and other viewers the main events of the semester. It is not a full calendar, but an overview of the main events. The full calendar is not presented for all viewers to see because there are certain events such as Big Sis Night that are supposed to be a surprise to the new members that are not initiated yet. Also, in today's world, posting the full schedules with event times and places could put the sisters in danger. For this purpose, there is a full calendar in the "Members Only" section.

Sisters - Main



The "Sisters" section is the place to learn a little more about the sisters in the Zeta Kappa Chapter. It includes a list of sisters with their profiles, a list of chapter officers, and a list of leadership activities that sisters are involved in. The main page has a quote and explains a little about what sisterhood means to the women. Again, it follows the overall layout of other main section pages.

Sisters – Get to Know Us

Kappa Delta Sorority Ball State University

Navigation: About KD | Sisters | Photos | Join KD | Parents | Alumni | Members Only | Contact Us

Get to Know Us | Chapter Officers | Leadership Activities

Active Sisters
Click on the bold names to view sister profiles. (Not all sisters wanted a profile.)

Omega Pledge Class

Name	Hometown	Major
Rachel Bruns	New Palestine, IN	Pre-Med, Chemistry
Brittany Chesnut	Muncie, IN	Elementary Education
Heather Cleaver	Fort Wayne, IN	Health Science
Christi Cox	Greenfield, IN	Nursing
Kyle Jean Fisher	Mishawaka, IN	Theatre
Lauren Maxwell	Delphi, IN	Journalism Graphics
Meghan Newlund	Columbus, IN	Public Relations
Kendra Persinger	Muncie, IN	Elementary Education
Heldi White	Muncie, IN	Elementary Education
Emily Willis	Clarendon Hills, IL	Public Relations

Alpha Alpha Pledge Class

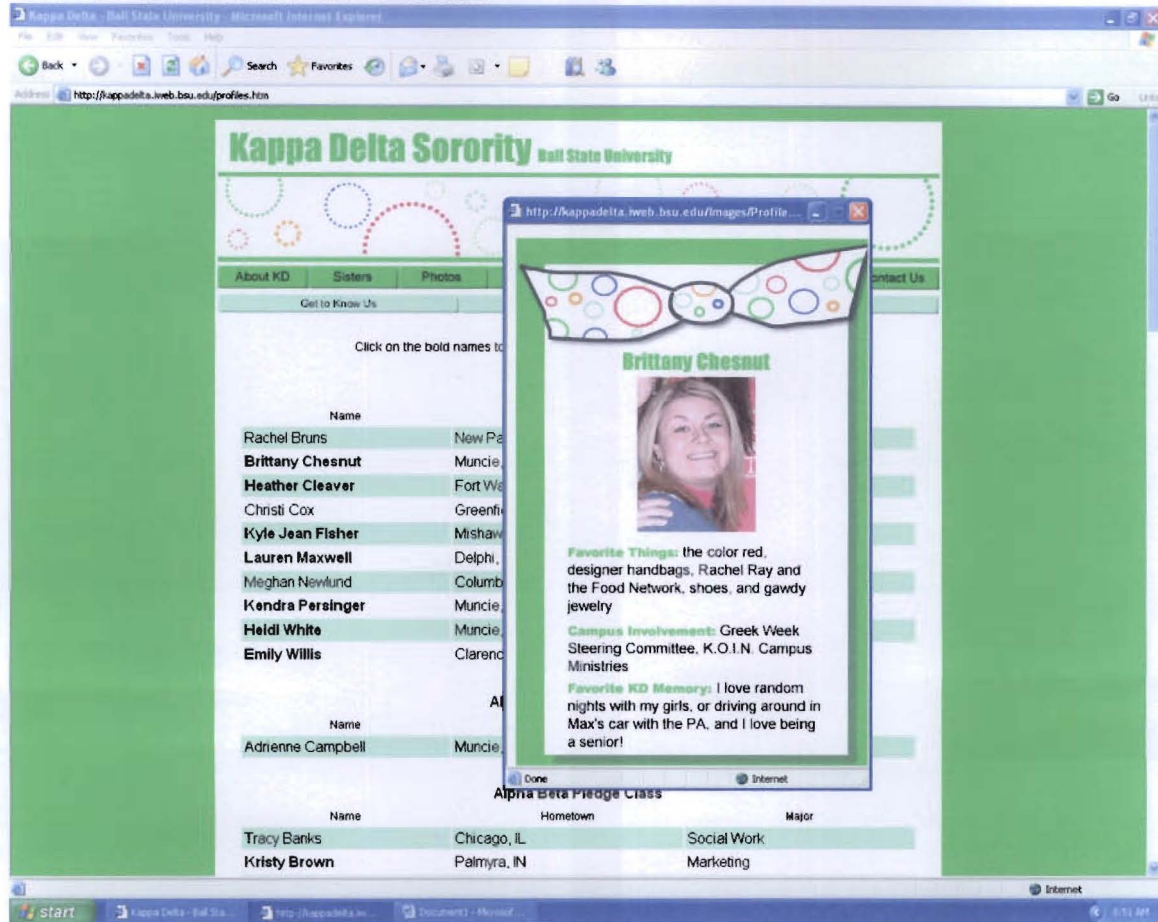
Name	Hometown	Major
Adrienne Campbell	Muncie, IN	Interior Design

Alpha Beta Pledge Class

Name	Hometown	Major
Tracy Banks	Chicago, IL	Social Work
Kristy Brown	Palmyra, IN	Marketing

This page is designed with the green and white strips to provide clarity to the page. These strips, in the sorority's colors of green and white, make it easier for readers to stay on track and follow the information. The members are listed by pledge class. The information included is each sister's name, hometown, and major.

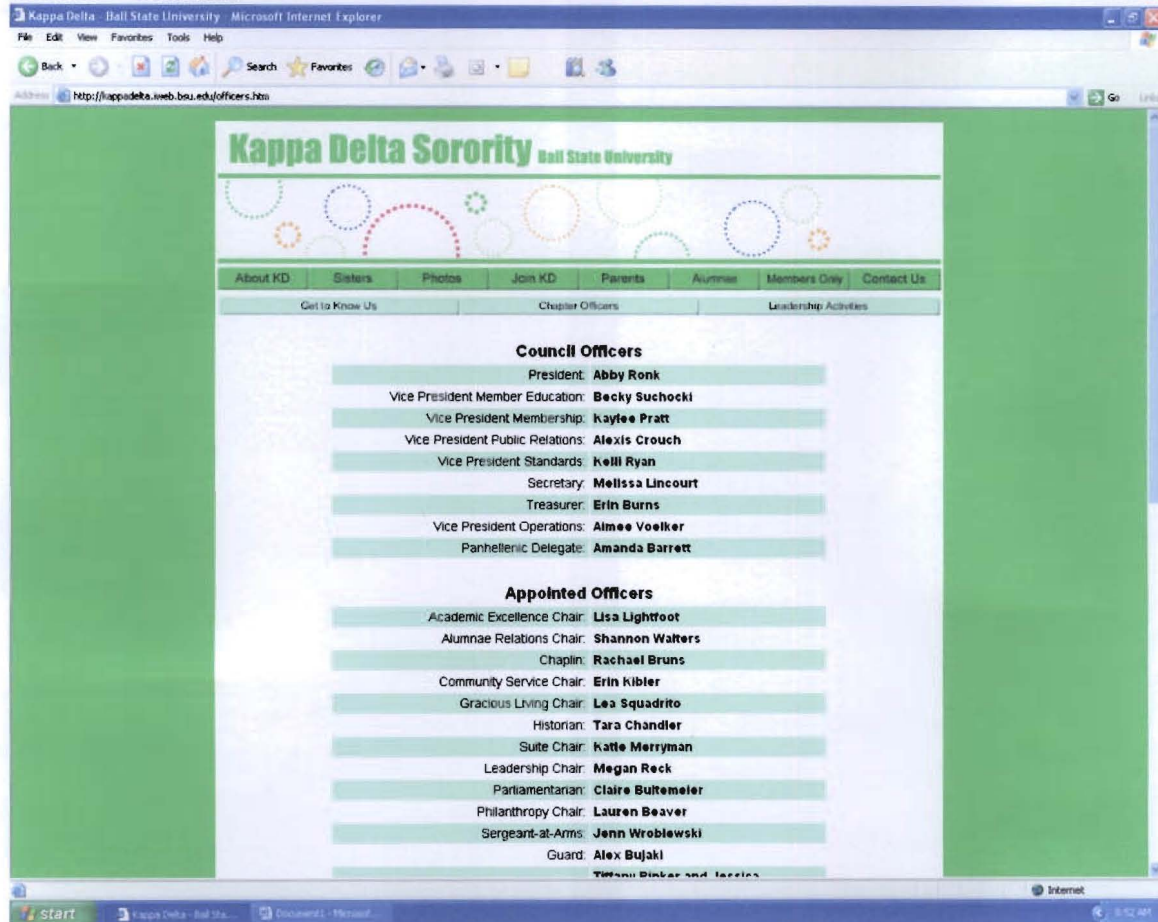
Sisters – Get to Know Us - Profiles



The names in bold are the sisters that wished to have a profile. When the viewer rolls over a name in bold, it changes to green in order to show that it is a button. When the name is clicked on, a profile for that sister pops up. It includes a photograph of the sister, some of her favorite things, and activities that she is involved with on campus.

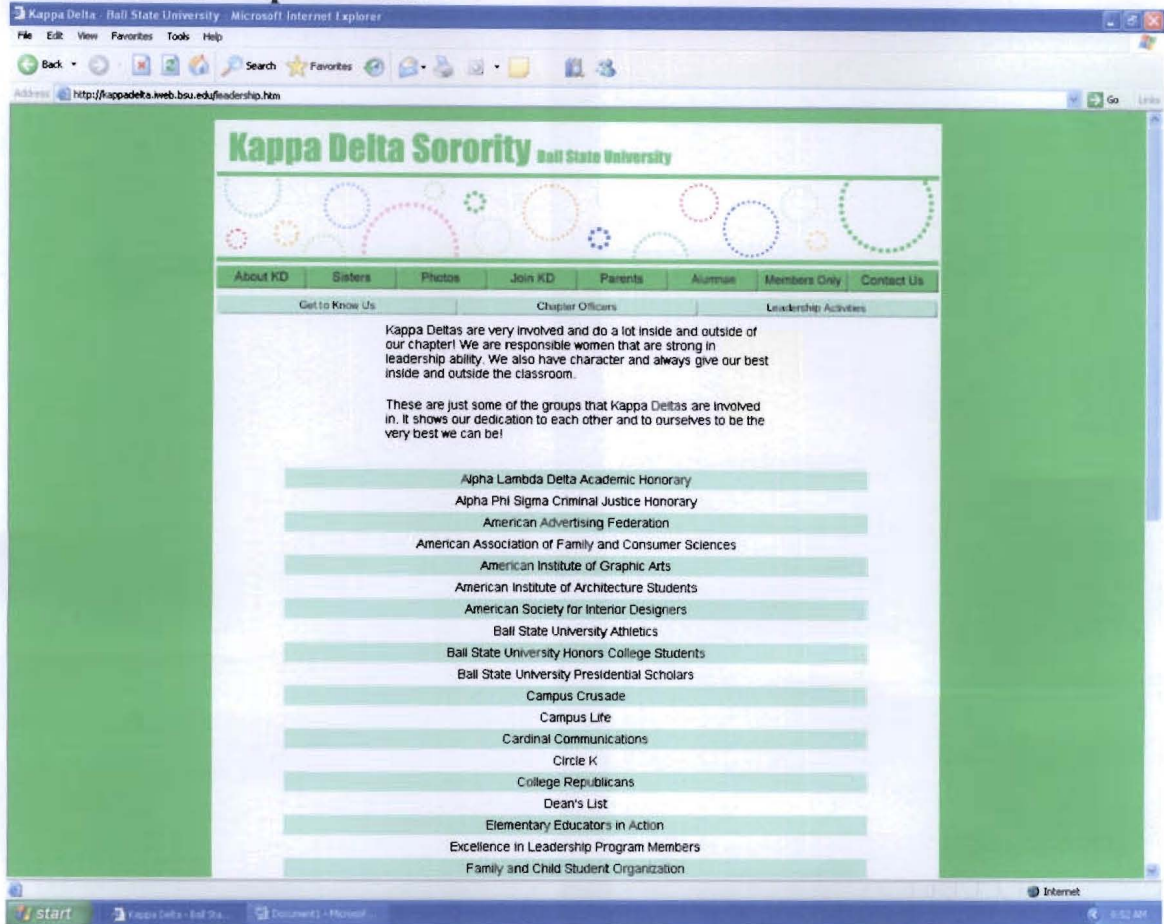
Each profile looks like a page out of a notepad. The design of the profile matches the rest of the site. The colors and fonts are consistent, and the circles in the bow are designed to look like the header of each page.

Sisters - Officers



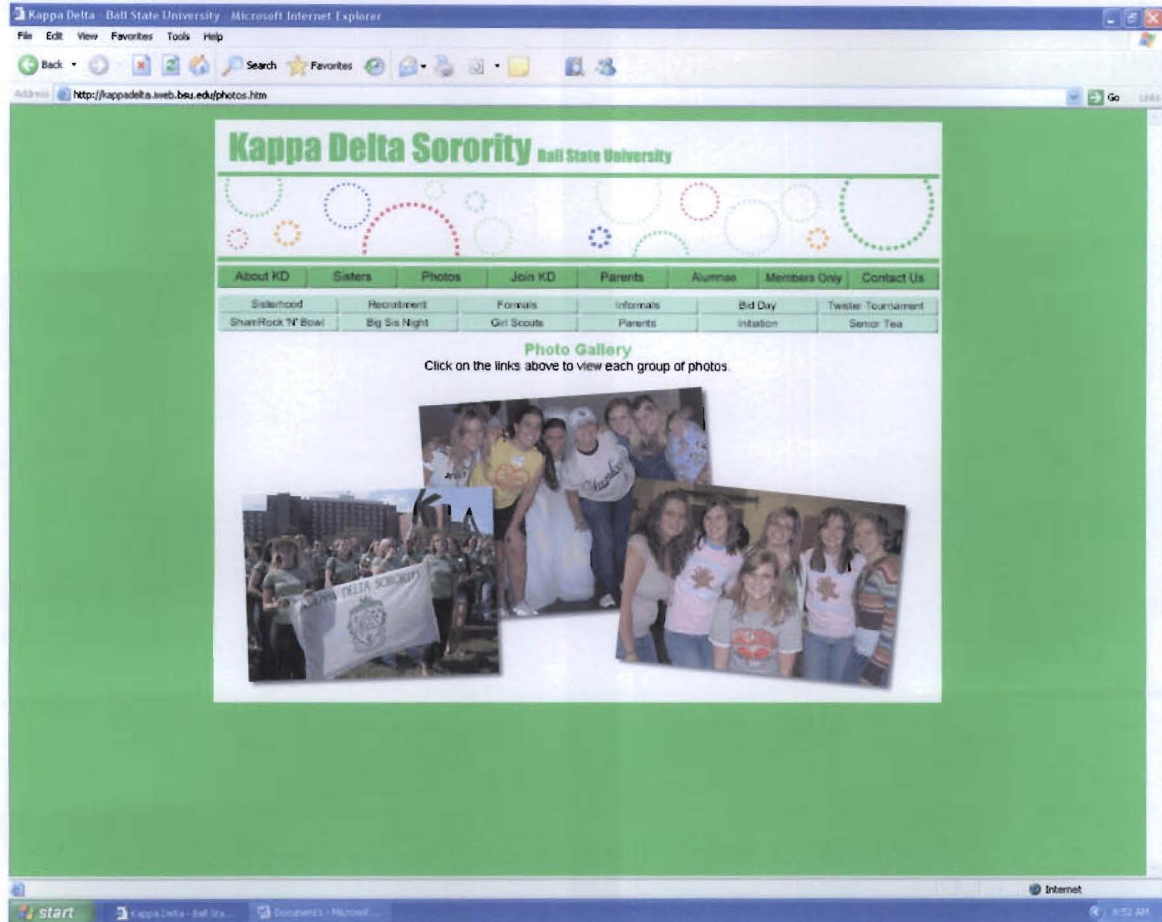
This page shows the names of the council and appointed officers. Again, the green and white strips are used in the list for organization and clarity. This way, viewers can keep their eyes on track with the information presented.

Sisters – Leadership Activities



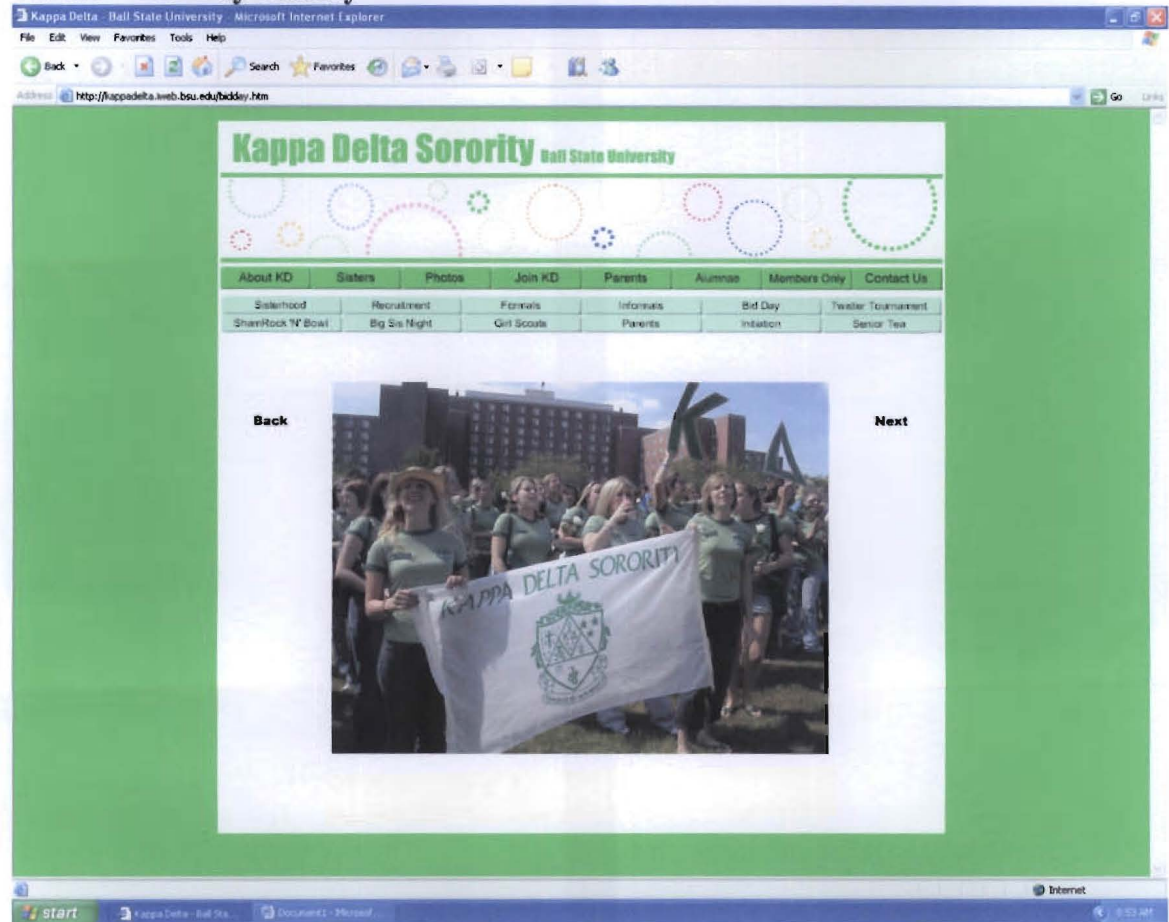
This page is mainly for showing prospective new members, parents, and the community how involved the sisters are in campus leadership activities. After a short introduction about Kappa Delta's goals in leadership, the list is presented in the same simple and clear layout as the rest of the site.

Photos - Main



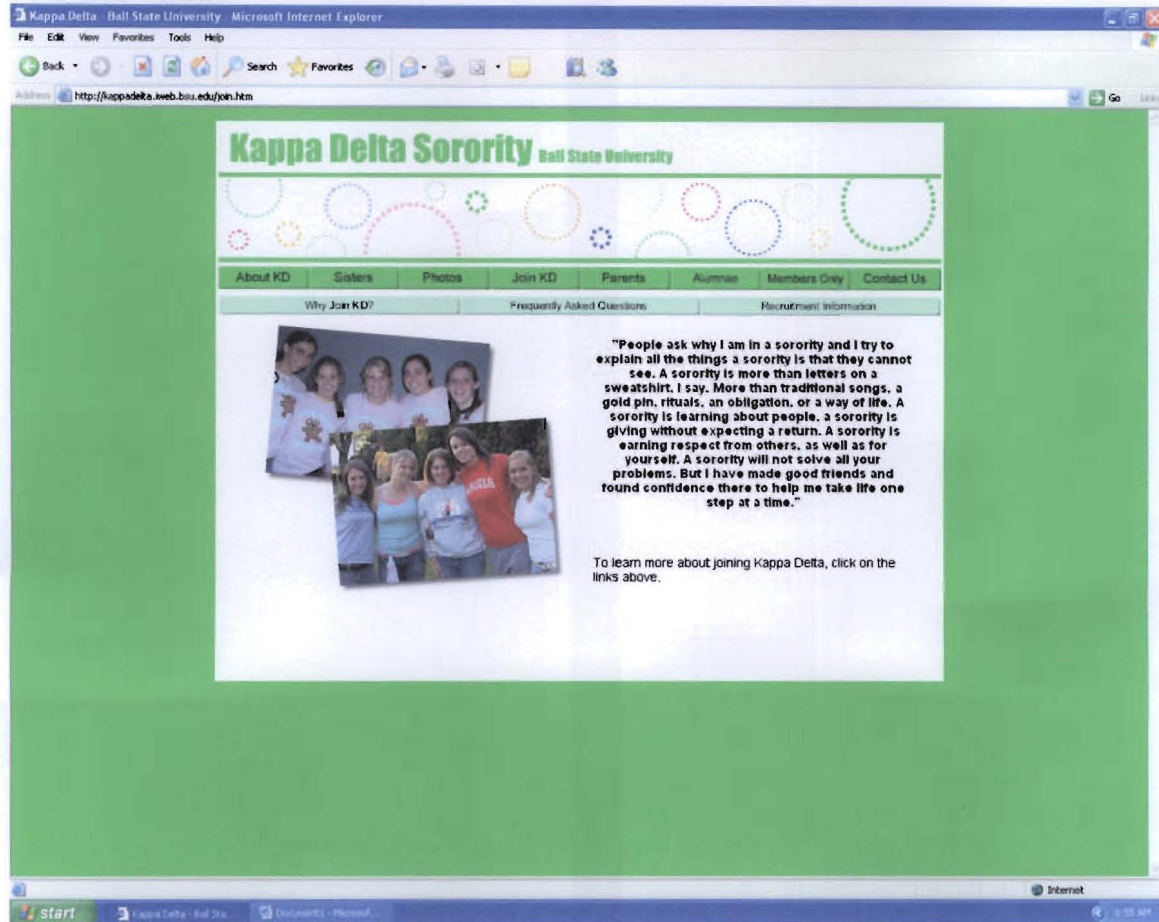
This section contains 12 different photo galleries for viewers to take a look at. The main page is kept simple, and it directs the viewer to click on the photo gallery categories. The tilted photographs on the page match the design of the rest of the site and add a dominant image.

Photos – Bid Day Gallery



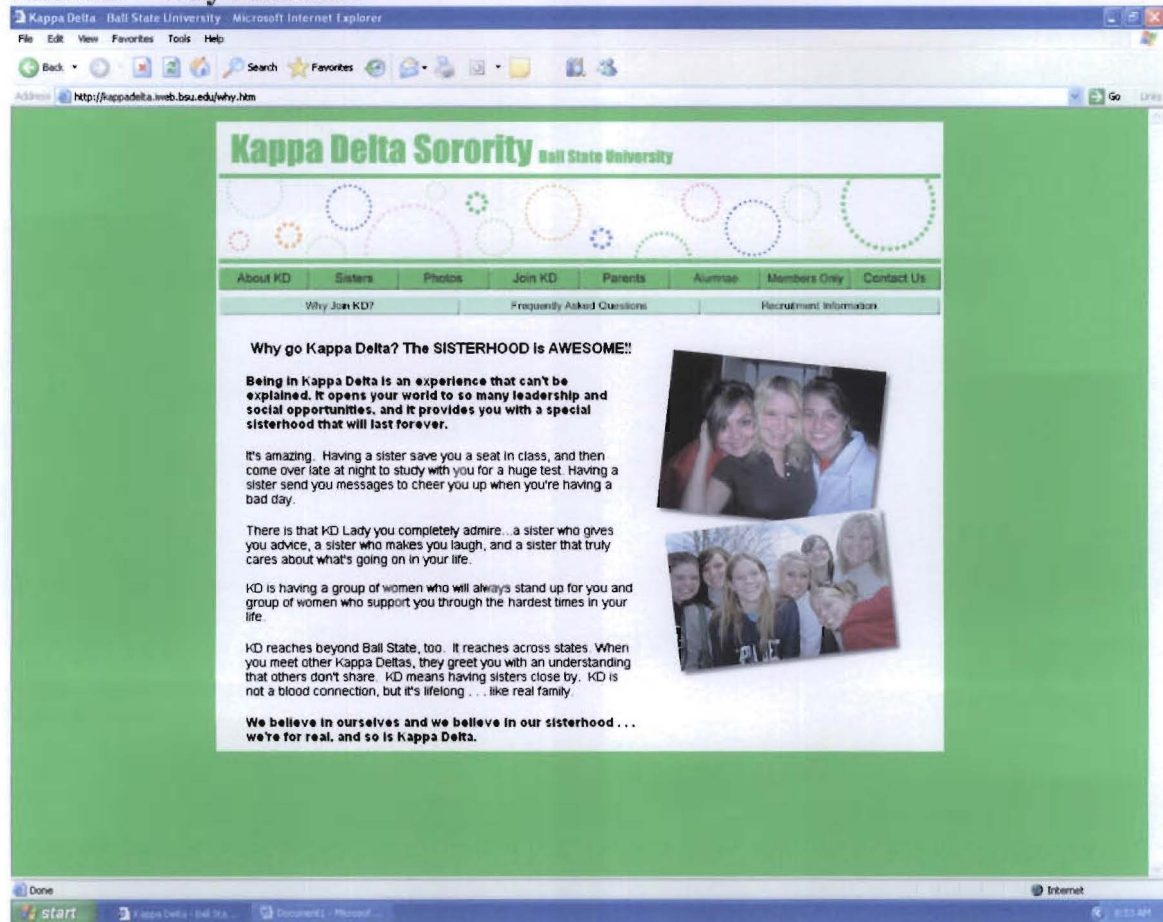
This is an example of one of the photo galleries. The photographs are large and dominant on the page. There are buttons to go forward or backward from picture to picture. When the viewer rolls over one of these buttons, it turns green to let them know it can be clicked on. Each photo gallery was designed in Macromedia Flash. This program enables each slide show to be navigated in a very smooth process.

Join KD - Main



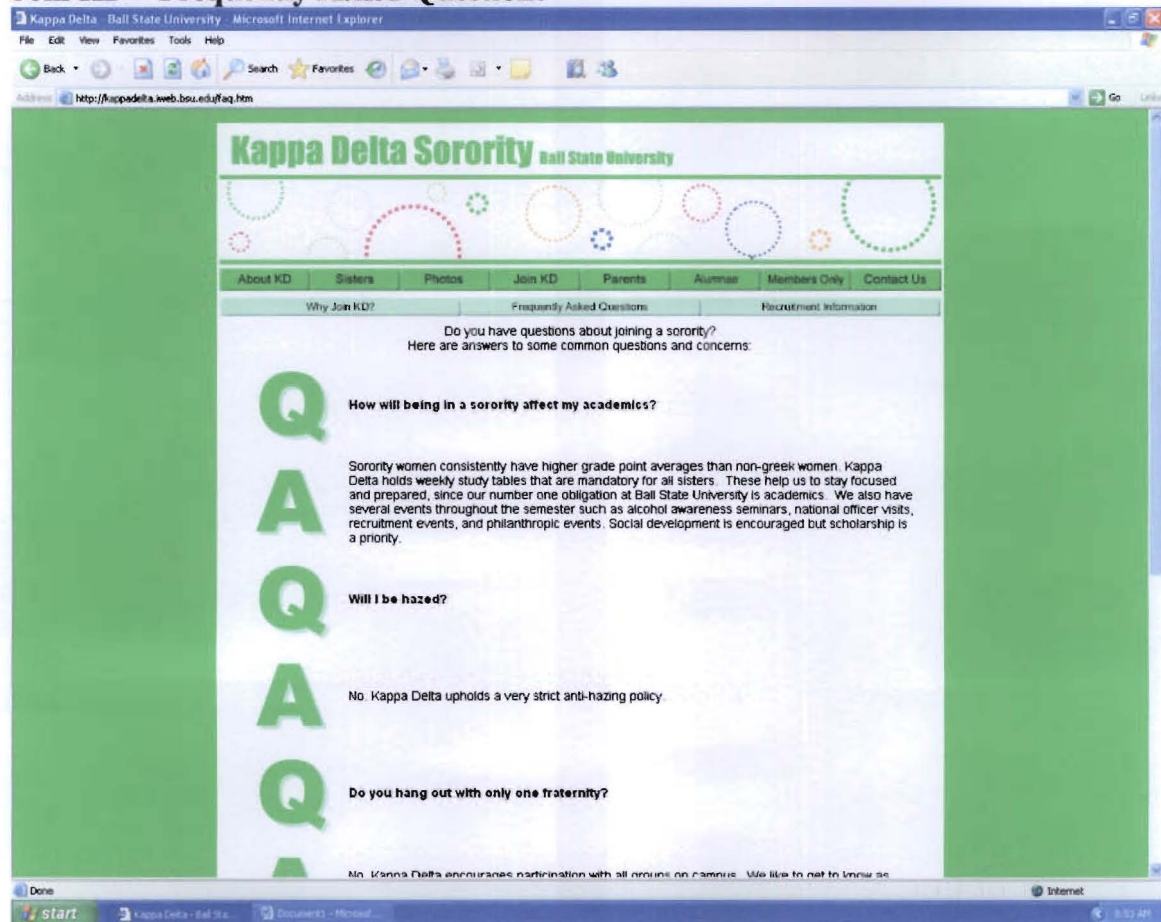
The "Join KD" section is the place to learn a little more about joining the sorority. It includes a page with frequently asked questions and even links to Ball State University's recruitment Web site. The main page has a quote and directs the reader to click on the buttons above to learn more. Again, it follows the overall layout of other main section pages.

Join KD – Why Join KD?



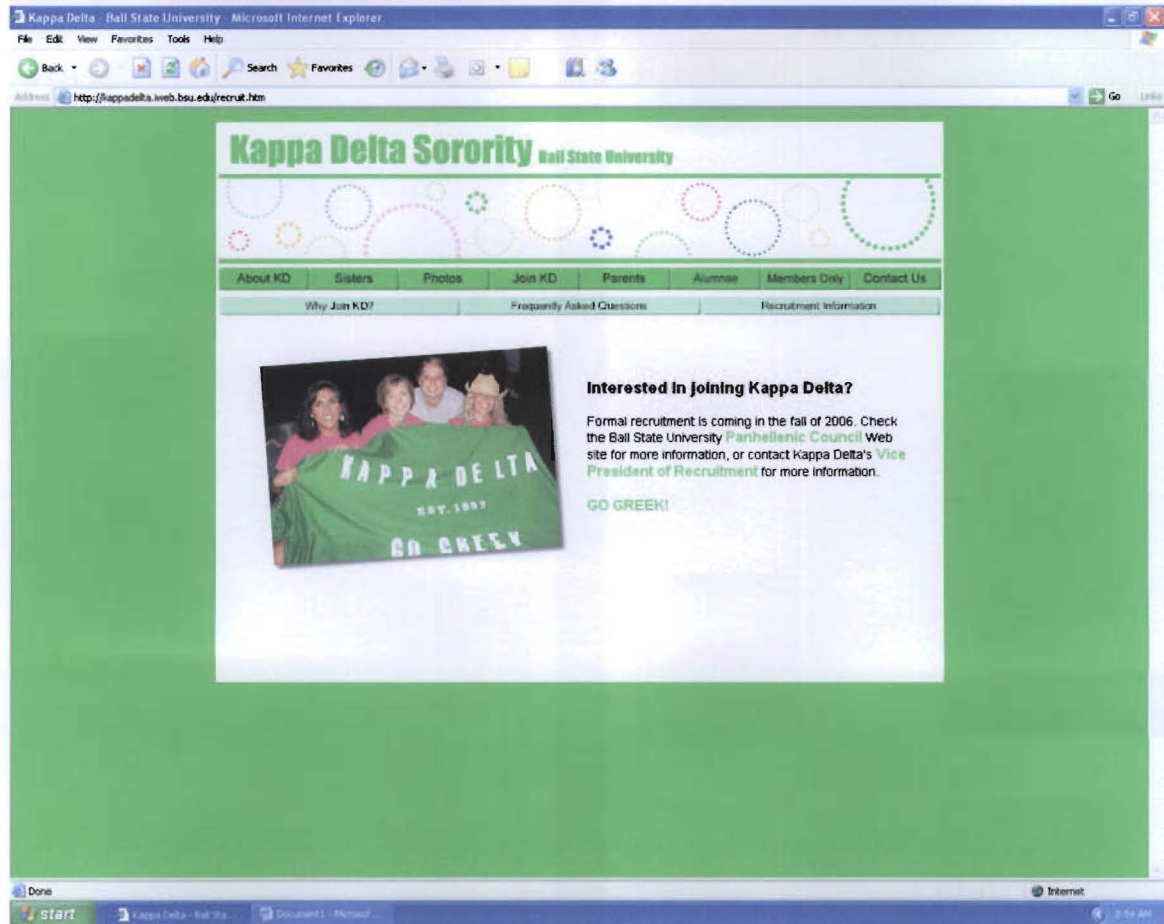
This page is designed to give potential new members a close look at what sorority life is like. The bold and capitalized text gives emphasis to certain parts of the page. The information presented is a personal and specific account of what sisterhood means to the Zeta Kappa Chapter. Following the style of the other pages in the site, the photographs were added to give a dominant image to the page.

Join KD – Frequently Asked Questions



This page has the goal of answering any questions a potential new member might have about joining a sorority. The graphics on the left-hand side of the page were created to add a visual element to the page. These graphics also provide breathing room for the text. With the extra space, the page does not seem too text heavy. The questions are in bold to separate them from the answers.

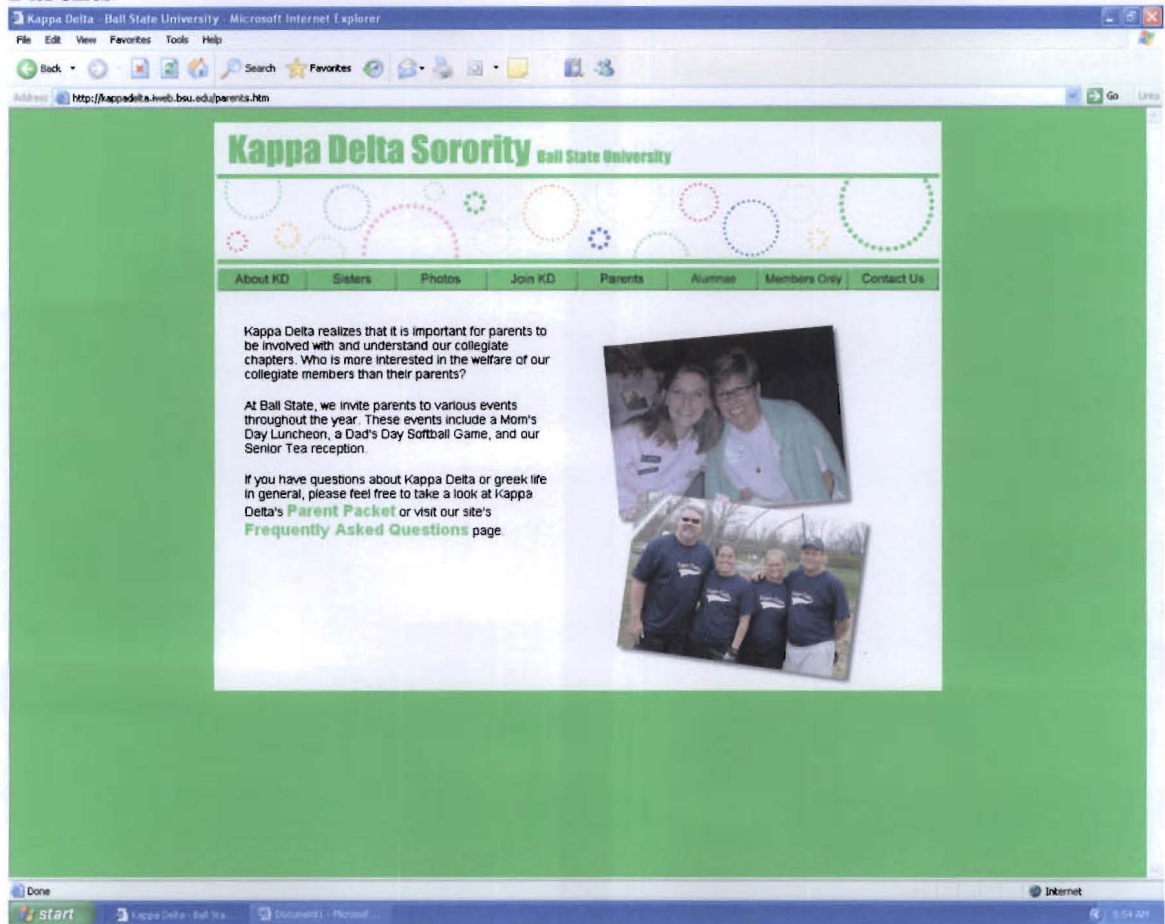
Join KD – Recruitment Information



After explaining to potential new members what sorority life is all about, it's important to provide information about how to join. This page gives links to Ball State's Panhellenic Web site, as well as Ball State's overall recruitment Web site. Also, viewers can simply click on the button on this page to send an E-mail directly to Kappa Delta's Vice President of Recruitment.

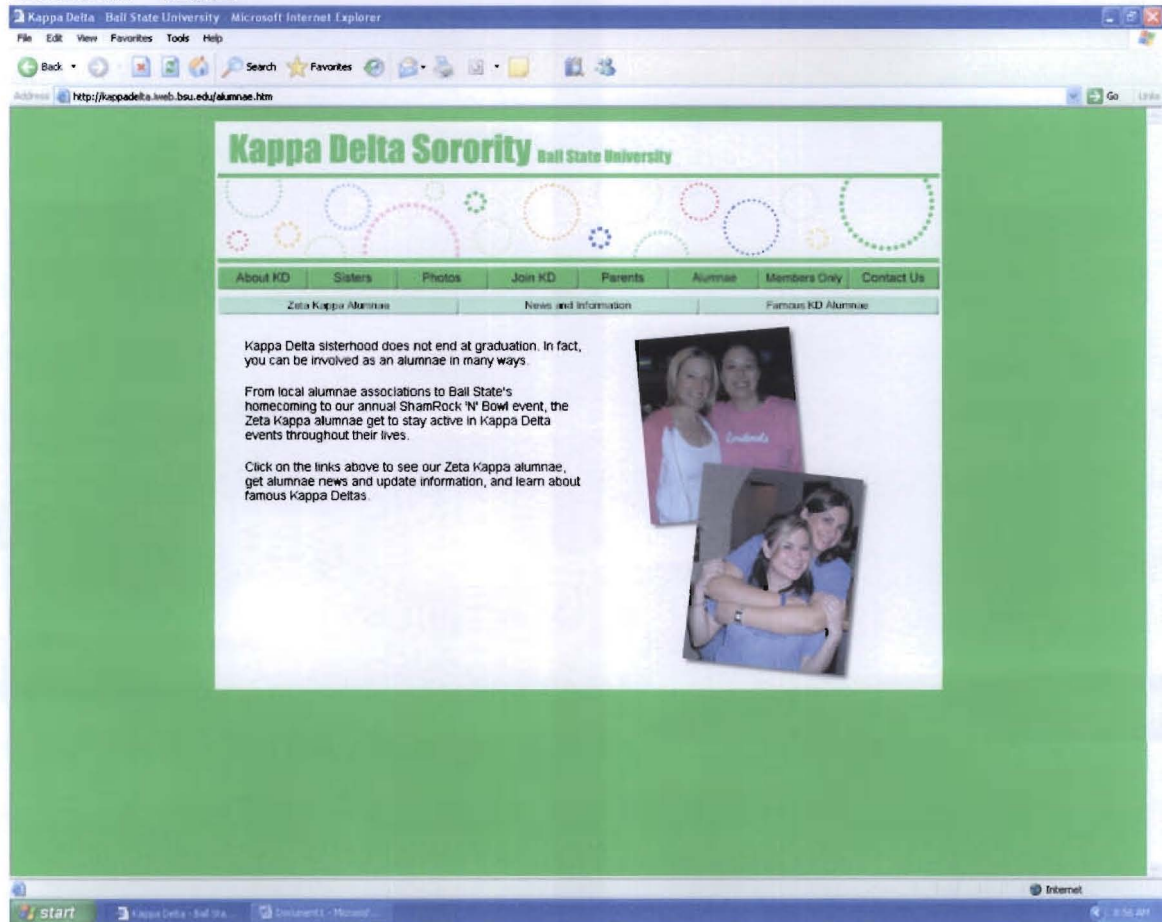
The photograph was specifically chosen for this page because of its content. The green banner matches the color of the site perfectly and it sends the message of the page. It names the sorority and also says "Go Greek".

Parents



This page was designed to meet the needs of parents. If parents have questions, this page directs them to a parent packet from National Kappa Delta that can be downloaded. It explains the benefits of sorority life so that parents can be more informed. Also, there is a link on this page that takes parents to the “Frequently Asked Questions” page in the “Join KD” section of this site. The buttons are green and change to black when rolled over so that viewers know they can click on the text.

Alumnae - Main



The "Alumnae" section is the place to learn a little more about life in Kappa Delta after graduation. It includes a list of all Zeta Kappa Alumnae, a news and information page, and section about famous alumnae of Kappa Delta. The main page explains how Zeta Kappa alumnae stay involved in the sorority after graduation, and it directs viewers to explore the other pages of this section. Again, it follows the overall layout of other main section pages.

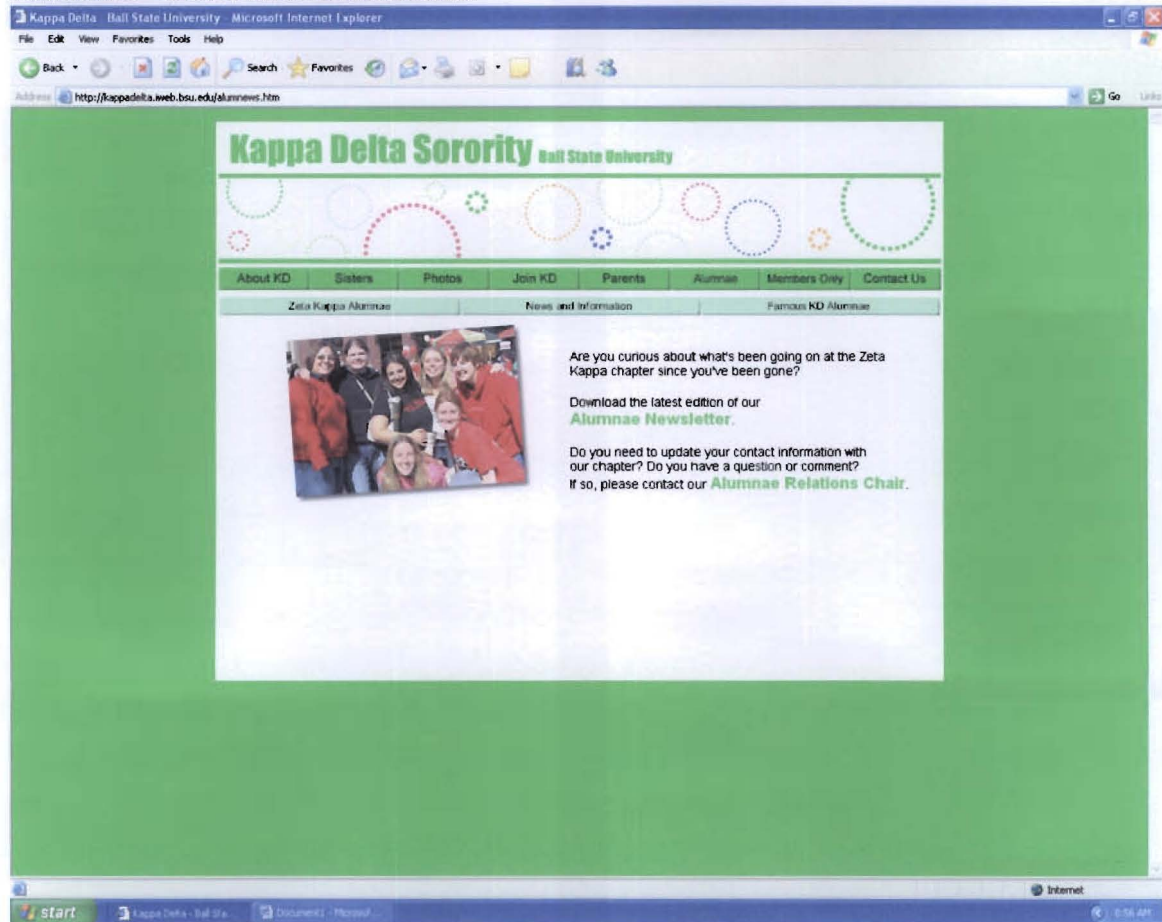
Alumnae – Zeta Kappa Alumnae

The screenshot shows a web browser window displaying the Kappa Delta Sorority Ball State University website. The address bar shows the URL <http://kappadelta.web.bsu.edu/zkalum.htm>. The page has a green and white striped background. At the top, there is a navigation bar with links: About KD, Sisters, Photos, Join KD, Parents, Alumnae, Members Only, and Contact Us. Below this, there is a sub-navigation bar with links: Zeta Kappa Alumnae, News and Information, and Famous KD Alumnae. The main content area is titled "Zeta Kappa Alumnae" and lists members initiated in 1992. The list is organized into three columns.

Initiated in 1992		
DeAnn Cook Adams	Jana Allen	Stacy Amstutz
Susan Arford	Caryn Clinger Atkins	Stephanie Lesiak Bailey
Lisa Berry	Jennifer Homan Brunson	Jennifer Nelson Bunn
Stacie Hazelett Campbell	Tina Walton Choinacky	Angela Clements
Pamela Clouser	Anne Marie Norman Conner	Jennifer Schaefer Cortner
Heather Nocton Davis	Amy Durocher	Annette Eder Haney
Jacqueline Wray Elliot	Beth Fuhrman	Janelle Gill
Amy Purtee Gillard	Jennifer Gregory	Robin Hahn
Elizabeth Haley	Lori Halstead	Julia Hendricks
Kathleen Hosea	Maribeth Cloncs Jalovec	Ericka Struck James
Allison Johnston	Tina Karash	Jen Kinser Bastin
Dawn Hendry Koger	Micca Leppert	Melinda Macke
Sally Marshall Koster	Leah Kernen Mays	Kami Miller Ulmer
Cindy McFall Pelley	Amy Franklin Pickett	Tara Ramey
Jennifer Hanlon Rosenberger	Kendall Hansen Roth	Jill Schaefer
Angela Selking	Tami Myers Smith	Lucy Spangler
Stephanie Richman Stanley	Michelle Steiner	Sally Tarowsky
Bridget Tudor	Tammy Shaw Waggoner	Leanne Walker
Marnie Hexamer Winders	Jennifer Jones Will	Sarah Woodruff

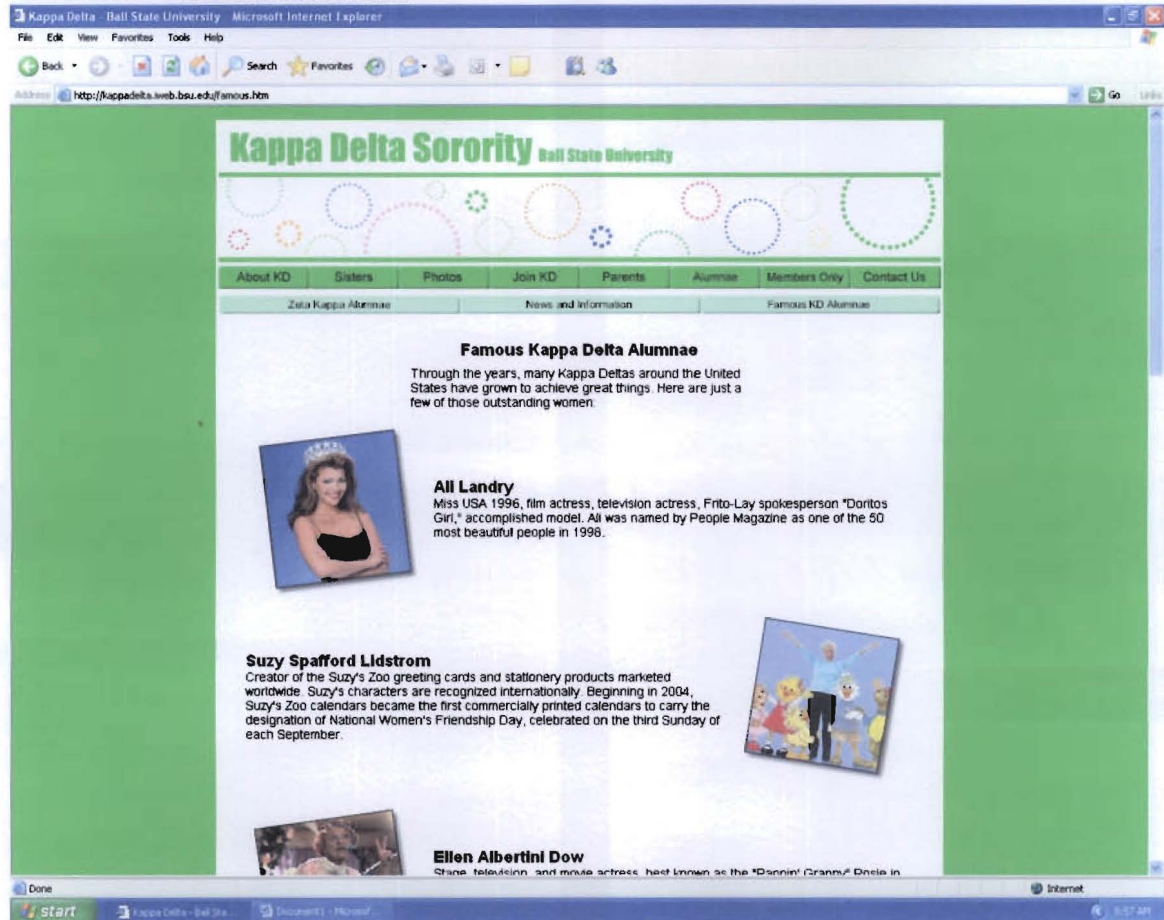
This page is designed with the green and white strips to provide clarity to the page. These strips, in the sorority's colors of green and white, make it easier for readers to stay on track and follow the information. The alumnae members are listed by year of initiation since the chapter's founding in 1992.

Alumnae – News and Information



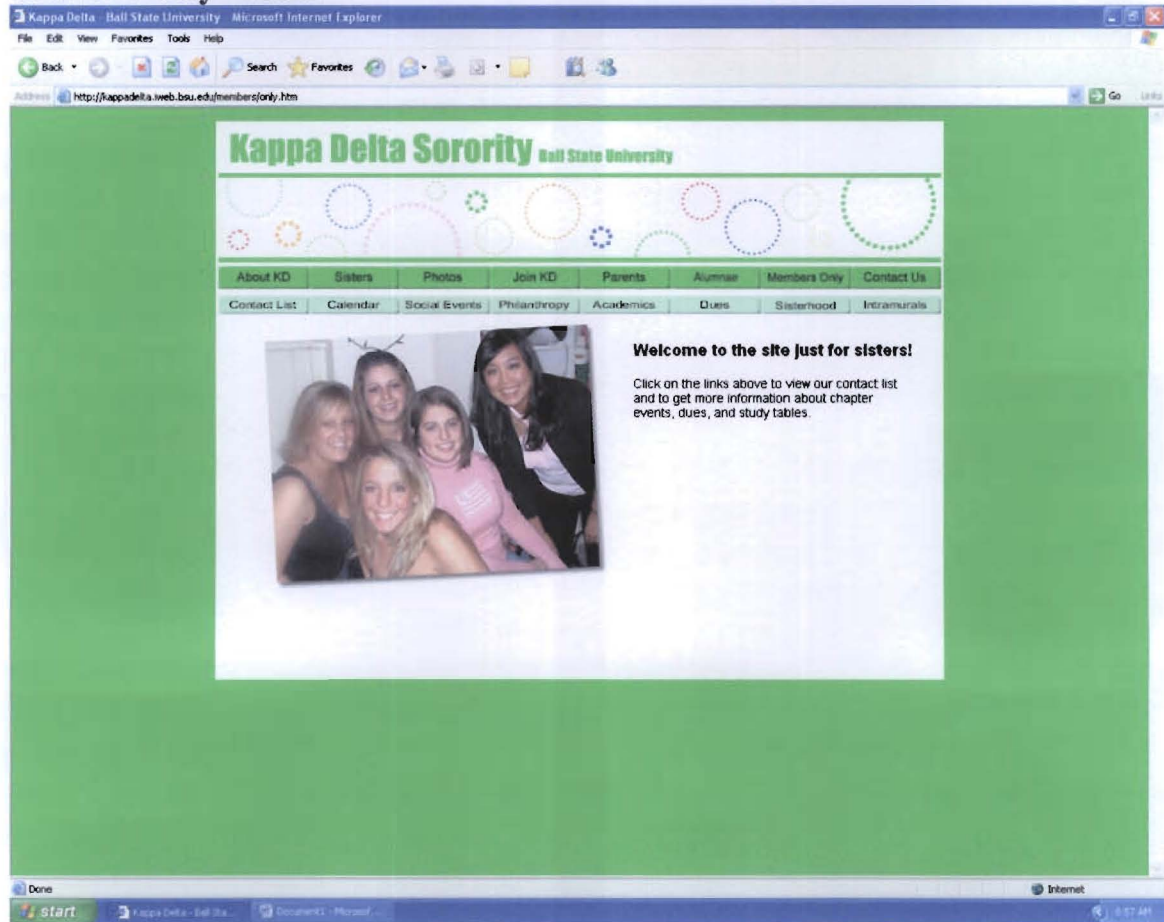
This page was designed to meet the needs of alumnae members of the Zeta Kappa Chapter. If alumnae have questions or comments, this page lets them send an E-mail to the current Alumnae Relations Chairperson. Also, alumnae are encouraged to update their contact information with the chapter on this page. Many times alumnae like to know about news and the events that are happening in the chapter after they leave. There is a link to download the latest edition of the Alumnae Newsletter that is published by the Zeta Kappa Chapter. The buttons are green and change to black when rolled over so that viewers know they can click on the text.

Alumnae – Famous Alumnae



This page was designed very similarly to the “Philanthropy” page in the “About KD” section. There is a brief introduction at the top, and then the photographs and text blocks alternate sides in order to keep one side from being too text heavy. Sticking with the tone of the rest of the site, the photographs are tilted to add an element of fun.

Members Only - Main



This section is password protected for current sisters only. There is no confidential information on these pages about Kappa Delta Sorority, but these pages contain information that is not pertinent for non-members to know. Also, in cases of the contact sheet and calendar, it might be dangerous to post the information for the whole world to see.

The text on this page directs the sisters to view the contact list and to get more specific information about chapter events, dues, and study tables. Most of the pages in this section have a similar design. Text is run on one side, with one dominant photograph on the other. This design is simple to update in order to keep the information on the pages very current.

Members Only - Calendar

The screenshot shows a web browser window displaying the Kappa Delta Sorority Ball State University website. The page has a green header with the sorority name and a navigation menu. The main content area features a calendar for February 2006. The calendar is a table with days of the week as columns and dates as rows. Events are listed in specific cells, such as 'Super Bowl, No Chapter' on Sunday, February 5th, and 'National Officer Visit' on Saturday, February 4th. The calendar is designed with a green background and white text, and it includes navigation buttons for previous and next months.

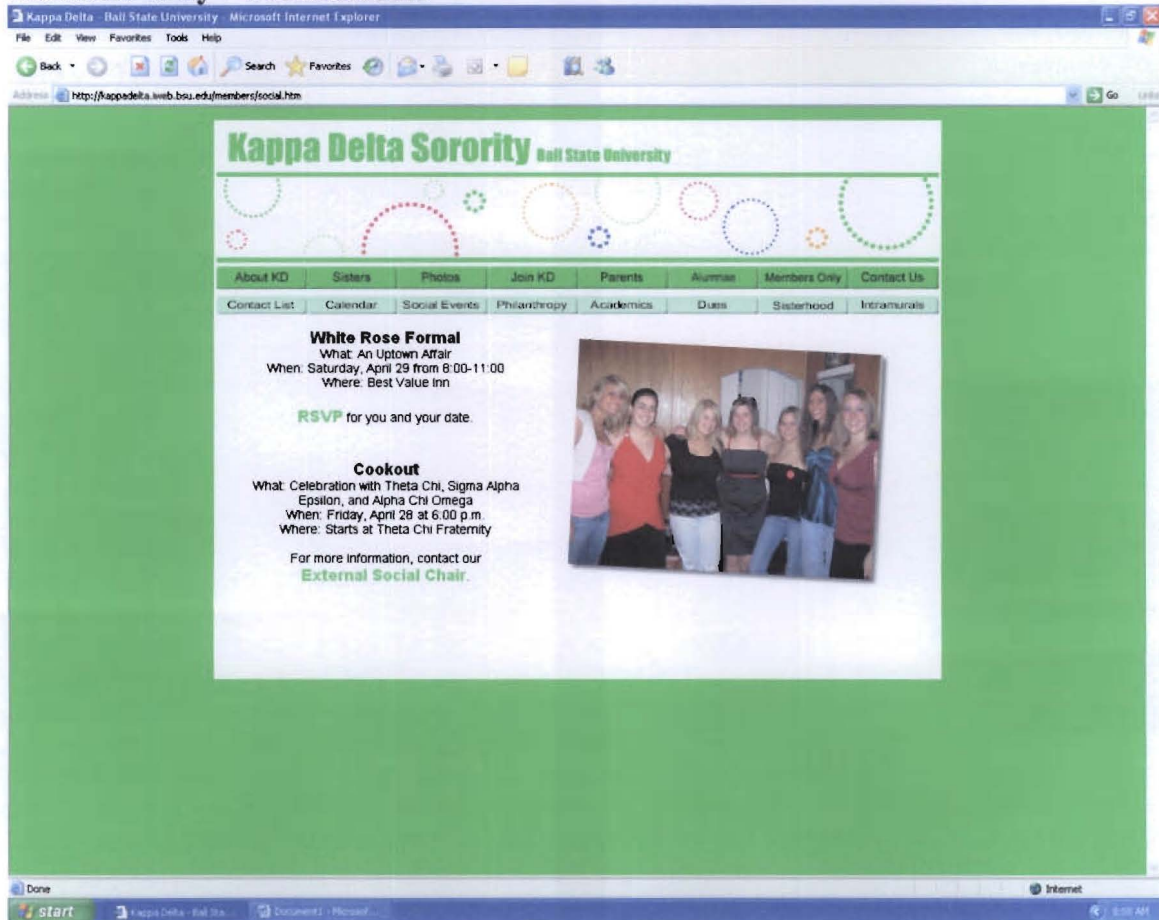
Kappa Delta Sorority Ball State University

Navigation: < Previous Month **February 2006** Next Month >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
Super Bowl, No Chapter	6	7	MSS and First Degree	9	Formal Chapter, 7:00	National Officer Visit
National Officer Wrap Up	13	14	Panhellenic Speaker, 7:30 at Ballroom	16	Twister Tournament, Irving Gym	Informal AOH B-Ball Marathon
Formal Chapter, 7:00	20	21	22	23	24	25
Sisterhood Chapter, 7:00	27	28				

The calendar in this section gives specific times and dates for chapter events, which should be a great reference for sisters. Just like the photo galleries, there are buttons to go forward or backward from month to month. When the viewer rolls over one of these buttons, it turns green to let them know it can be clicked on. Each month was designed in Macromedia Flash. This program enables each month to be navigated in a very smooth process.

Members Only – Social Events

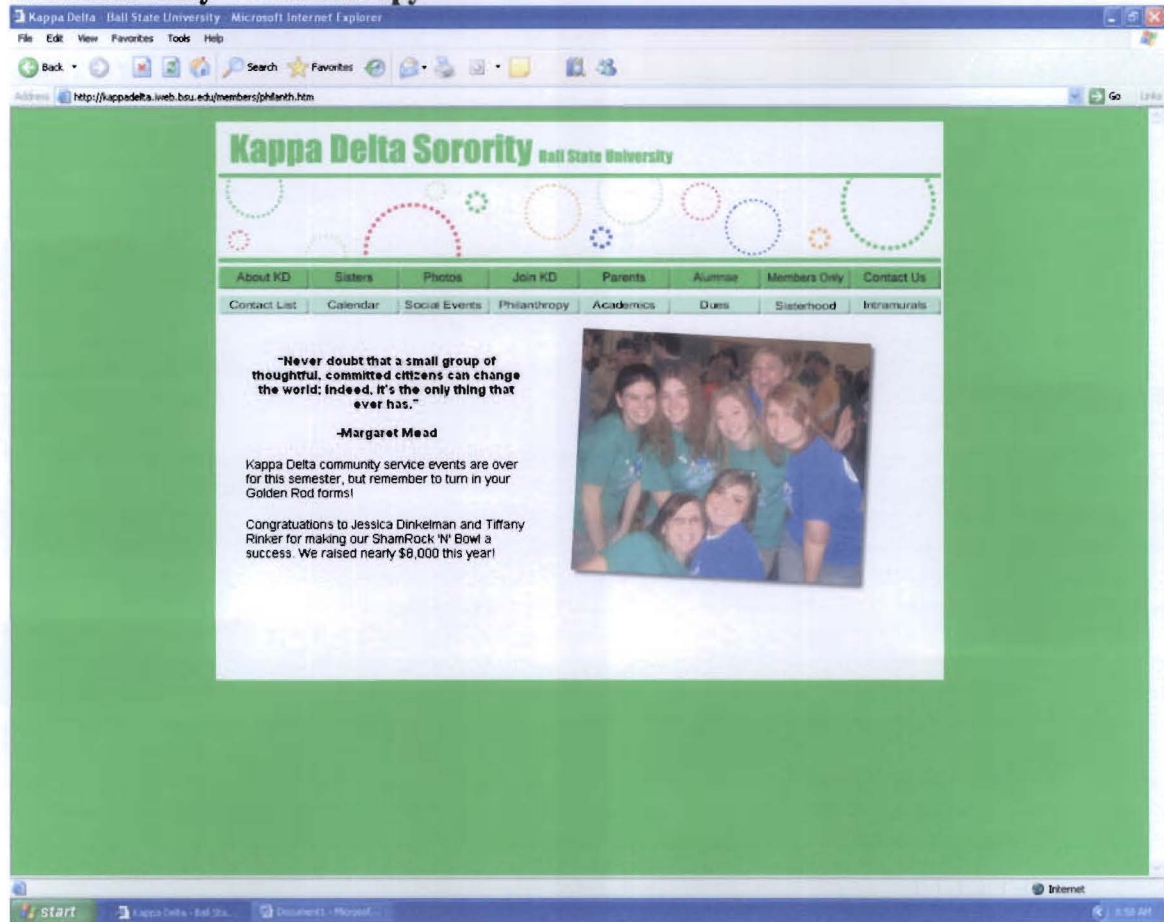


This page is designed to keep sisters updated about all social events.

Homecoming, Greek Week, formal dances, mixers, cookouts, and other events will be listed on this page from time to time. There is a link to RSVP to the formal dance, and even a place to E-mail the social chair in order to get more information about events.

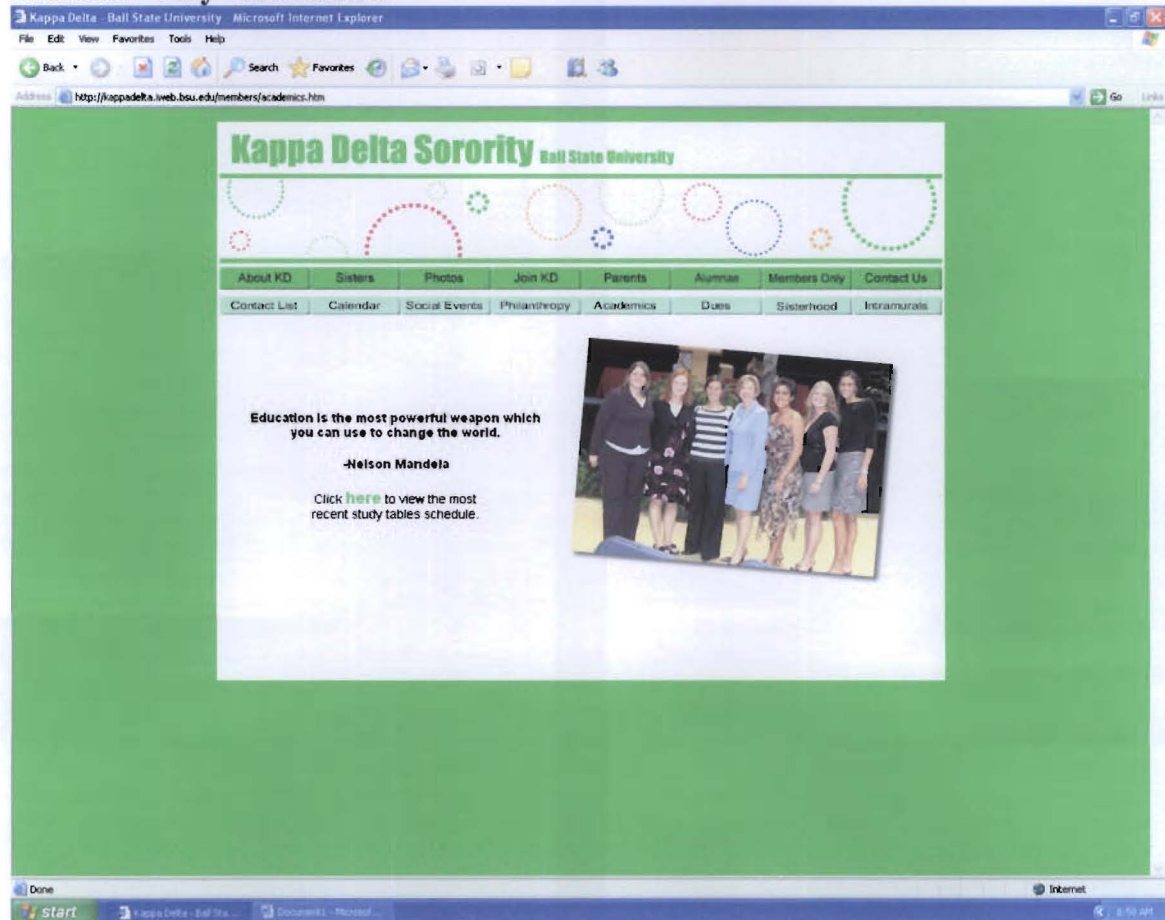
This should be a helpful resource for the sisters. Visually, the design stays constant with the rest of the site.

Members Only - Philanthropy



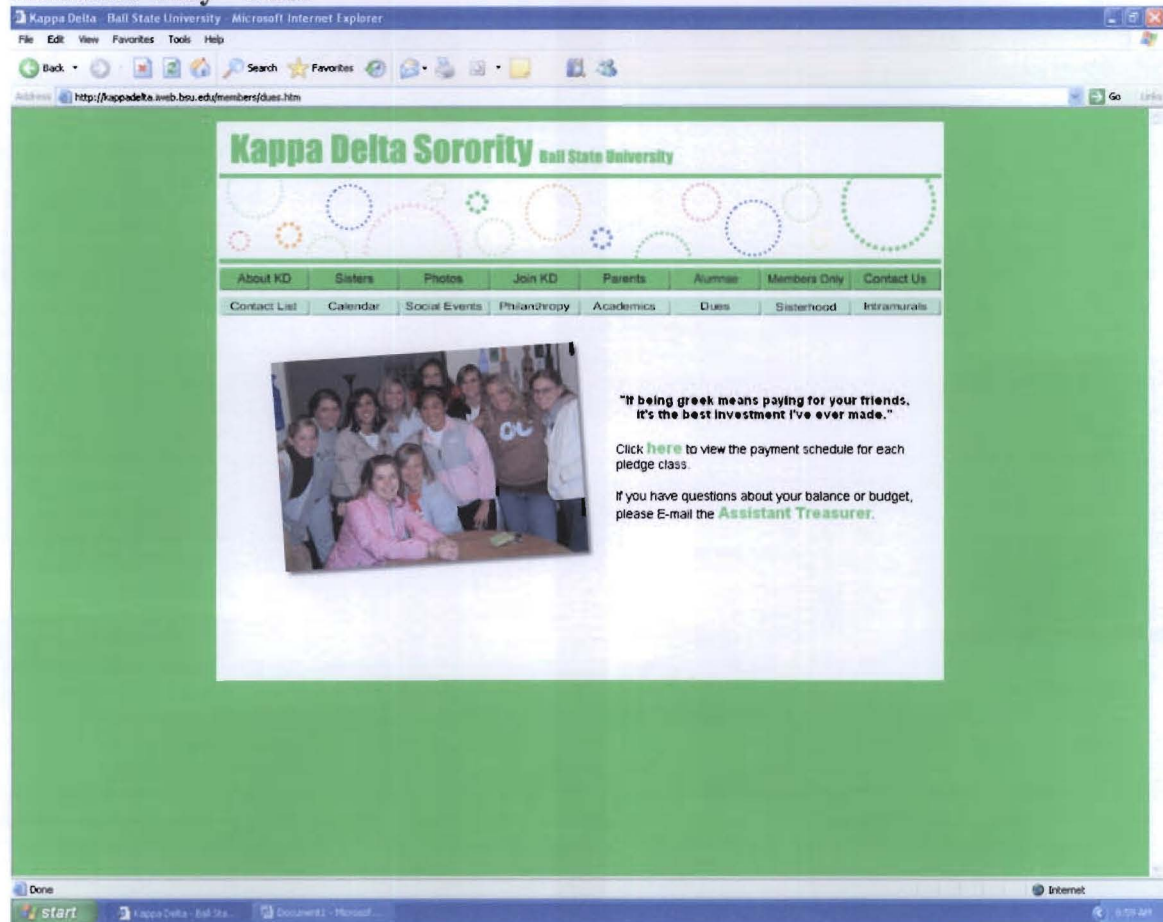
This page is designed to keep sisters updated about all community service and philanthropy events. When events are coming up, there will be a link to E-mail the Community Service Chairperson if any questions arise. Also, when certain community service activities come up, sisters will be able to sign up for the event on this page. This should be a helpful resource for the sisters in order to get involved in the community. Visually, the design stays constant with the rest of the site.

Members Only - Academics



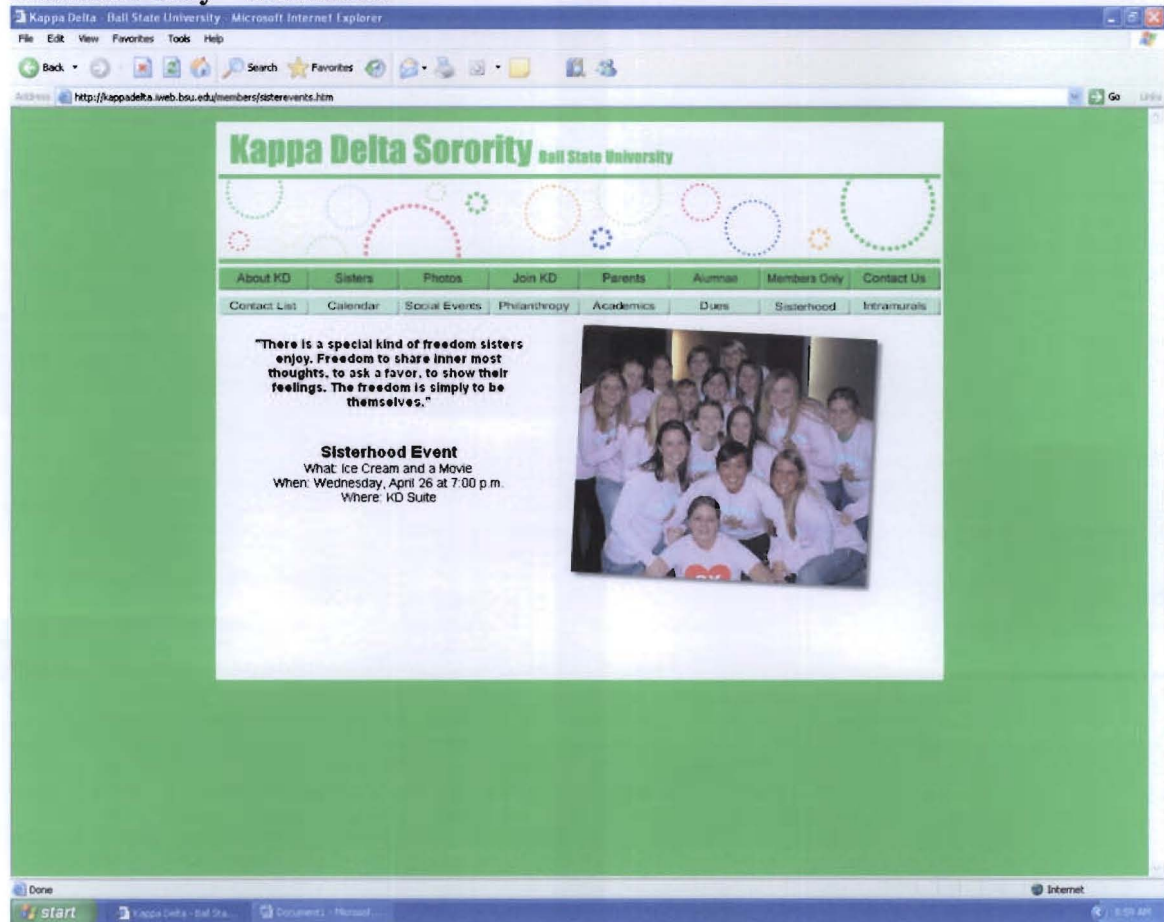
Kappa Delta Sorority holds study tables throughout the week with certain proctored times. Often, sisters don't remember when the study times are. This page has a link to download the study tables time sheet. Now, sisters will have access to this document as long as they have access to the internet. This should be a helpful resource for the sisters in order to keep sisters performing academically. Again, the design stays constant with the rest of the site.

Members Only - Dues



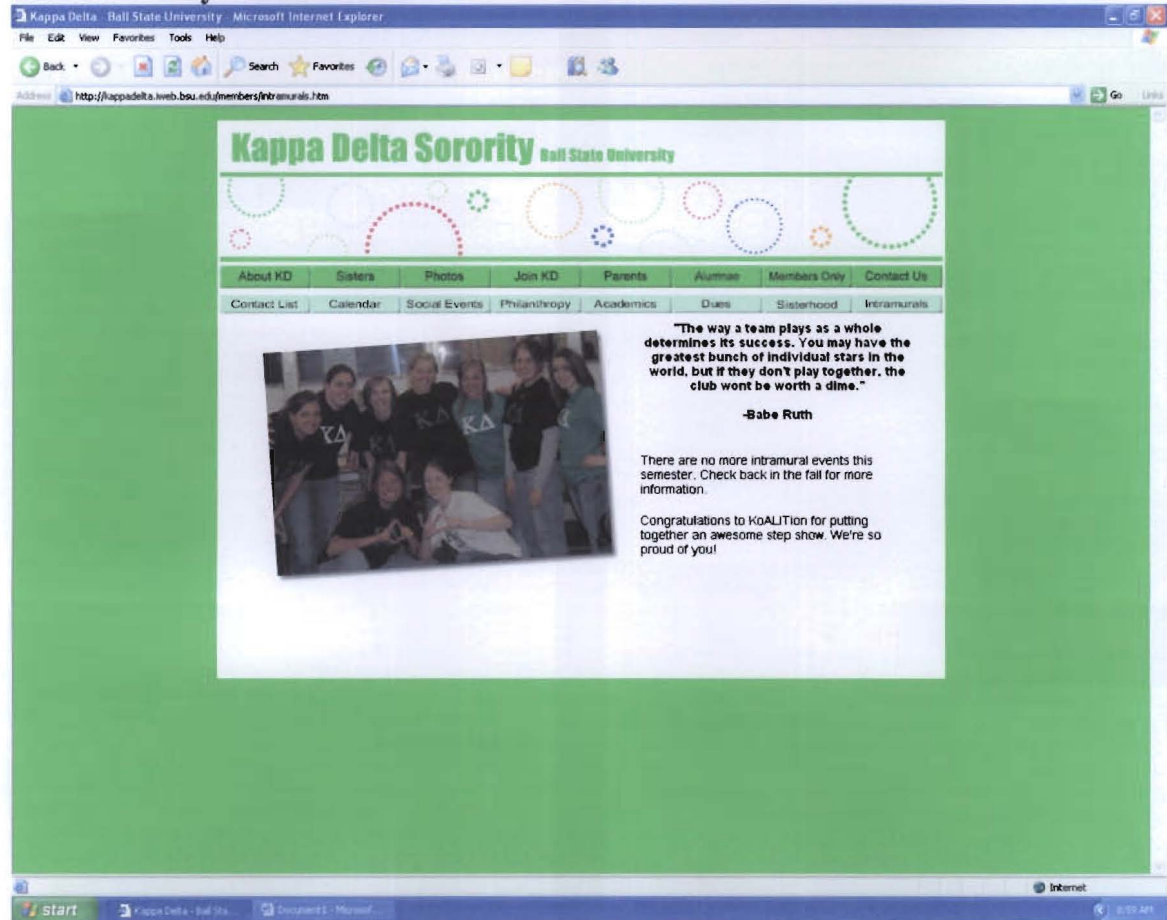
This page is very important because it answers questions about dues. Sisters can click on a link that visually matches the links on other pages. This link will download a document that shows what each sister owes for the semester in dues. Also, there is a link to E-mail the Treasurer of Kappa Delta to check balances, budgets, or ask other questions.

Members Only - Sisterhood



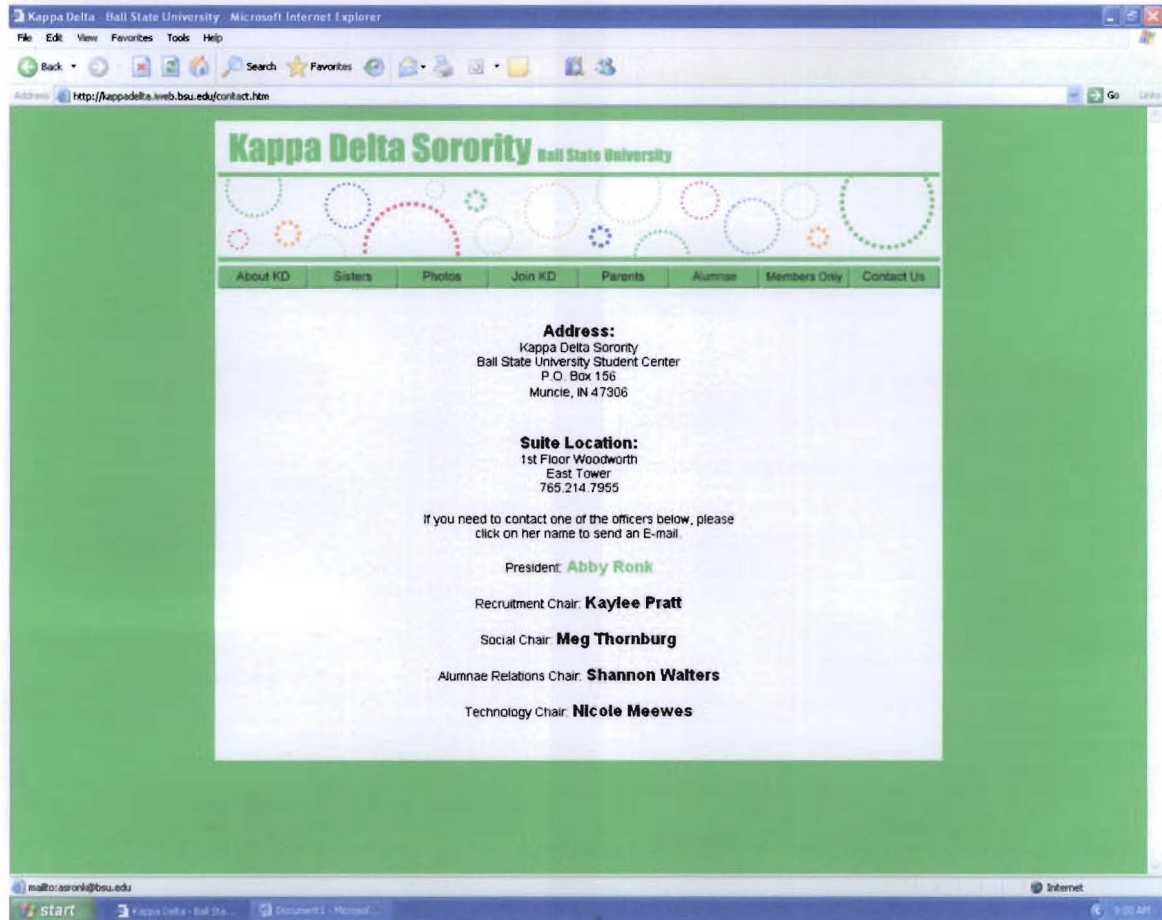
Kappa Delta Sorority holds various sisterhood events throughout the month. These events are not on the original calendar that is created at the beginning of the semester, so this page will post updated information about these events. Now, sisters will have access to the details of each sisterhood event, such as movie nights, dinners, bowling, and trips to Chuck E. Cheese. This should be a helpful resource for the sisters in order to keep attendance up at these events.

Members Only - Intramurals



Sisters reported that communication for intramural events was a big problem. Often times, intramural times and dates were announced last minute. By posting the details of these events, sisters can be up-to-date and ready to play. It should greatly cut down on the amount of mass E-mails sent about these events.

Contact Us



The last page of the Kappa Delta site contains contact information. It includes a mailing address, and it also has the sorority's suite location so that potential new members will know where to find it for events such as recruitment. Also, there are certain officers that other Greek chapters, alumnae, and parents might want to get a hold of. These offices include the President, Recruitment Chair, Social Chair, Alumnae Relations Chair, and Technology Chair. For these positions, there is a direct link to E-mail the sister. Viewers will be able to come to the site and get the exact information they were looking for.